

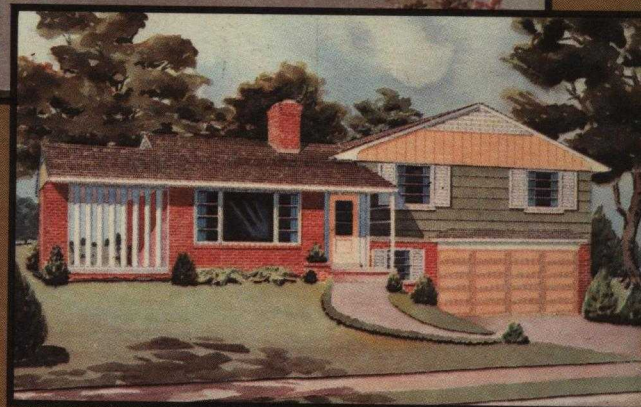
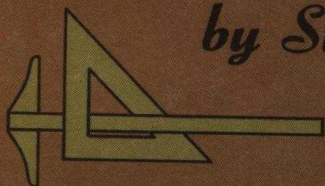


Homes of Color



32 NEW Floor Plans

*Custom Designed
by Standard Homes Co.*

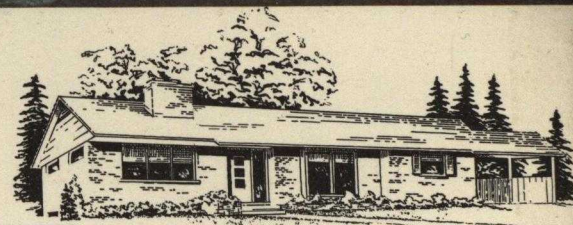
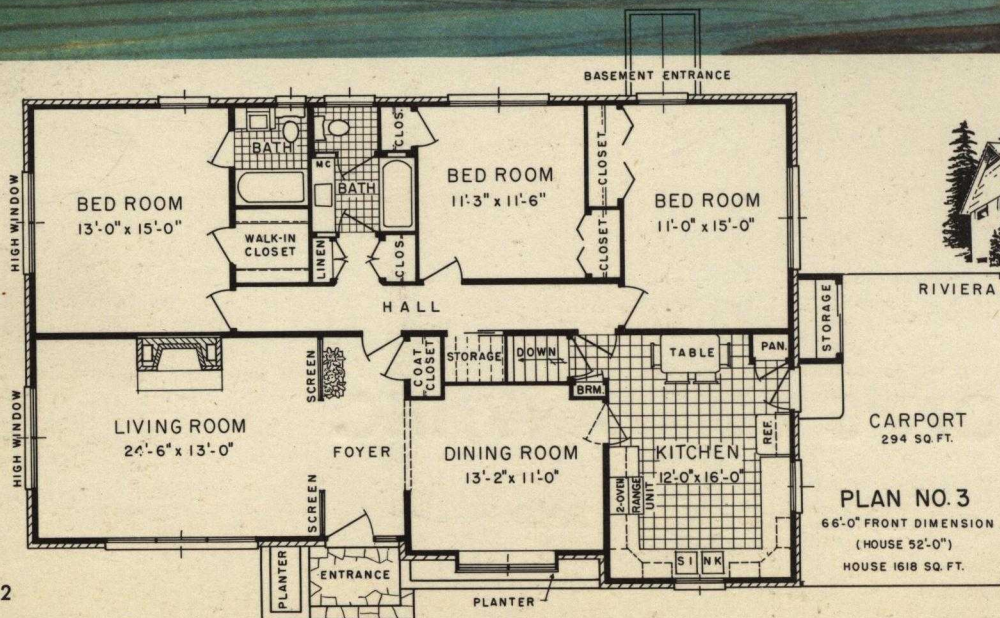
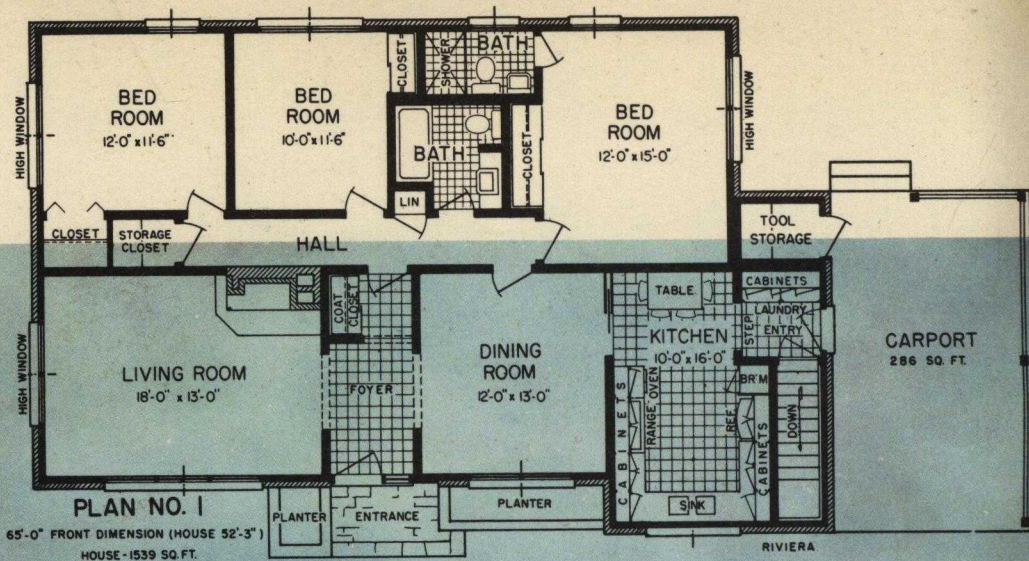


Blueprints Available

KOPP'S COMPANY, INC.

LINEBORO, MARYLAND

The Riviera



Both plans provide for a fireplace in the Basement; and a 50' Recreation Room, 12½ or 14½' wide, depending on your lot, and choice of front or back for best lighting.

C-66 INDEX

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As the well-read homeseeker may quickly notice, the homes shown in this planbook are rather closely patterned to reflect the recommendations of the Women's Congress on Housing. As might be expected, the several basic plans and functional features which they thought most important for different families in different price ranges required many compromises in detail. So also were they subject to further modification in order to achieve a variety of personalized exteriors, without which so few would be permanently satisfactory.

In the interest of conveying "reality," our previous planbooks have favored the use of actual photographs of existing homes; but in order to assemble a greater collection of wanted features into immediate form — as well as secure them in production printable colors — this book is made up primarily as an artist would "materialize" an architect's "custom plan" — to show a home as *planned*, but *not yet built*. (Actual photos back of book. Your comments on the difference of presentation will be useful as a future guide.)

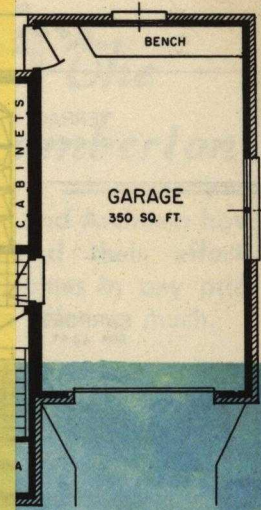
* Building costs can be determined only by a competent contractor from Plans and Specifications. Naturally a material list is helpful, and the more complete the plans, the closer or more accurate the estimate. Our plans show 5 to 7 large sheets. They are designed to meet the requirements of all lending agencies, and will help any builder to construct a better home.

* In order to help you arrive at approximate costs of these homes, we have included with each plan the *Square Footage*. Your local lumber dealer, lending agency, or builder can suggest the price range, as applied to different types of construction. Quite naturally, this can be only *approximate*, might need a little "uppage" if the house is undersized or "loaded" with equipment, and could be lower where rooms carry more space for the same number of doors, windows and closets.

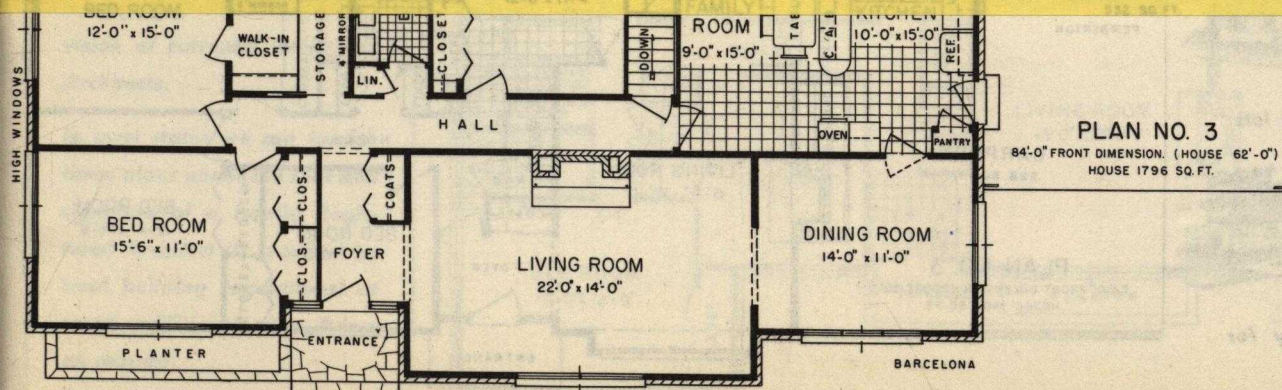
* The Local Dealer who sponsors this book to encourage Homebuilding should be your best source of information on general cost, available loans, and reliable personnel to build these particular homes in your community. He does not require us to sell plans *only* through his office but will be glad to order plans for you on his credit if you desire to inspect them before payment.

If, on the other hand, it is more convenient for you to order direct, you may do so by sending your check or money order to us, or requesting the plans sent C.O.D. See page 22 or Order Card, back of book.

In any case, if plans received are not entirely satisfactory, they may be returned within 10 days for full cash refund. Plans used for securing loan commitments or building estimates may be exchanged for other plans of any design shown in our books for only \$5.00, without time limit, providing they have not been used for construction.



COPYRIGHT



Plan no. 1 shows enclosed garage; Plan no. 3, carport. 2½ or 2 Baths (plus lav. in Basement); with space and provisions for fire-place in (Recreation Room on both plans.

INDEX—Back of this Sheet

ORDER CARD—In Back of Book

Dear Customer,

Whether you are planning to build immediately, or later; for personal use, or for sale on a competitive market; we welcome this opportunity to be of service to you.

The choice of designs we show, the range of plans, and the building aids we offer, are intended to help you along.

As this book goes to press, there is much difference of opinion about the total number of "building starts" for the coming year; very little doubt of a "planned tightness" of money, to stop or slow down the march of inflation.

Few doubt that there will be sufficient loans available for the more persistent, or those who have some savings or equity to put into their program; but of necessity, (and as always) those who have waited longest or saved least for that "down payment" will probably have to wait longer still, or pay most through a "package deal," to own their home.

At this point we might add that we have had a preview of many of these "new deals," and a chance to analyze some. In the scramble over who will supply those new homes actually built, competition will be keen. Those who have their plans and loans approved can expect their money's worth. Others should weigh most carefully the many "pay-easy" deals they hear about—the smaller rooms, higher upkeep, longer payments, so easily overlooked or omitted in the sales talk.

From our position, however, it still appears that the building public can reasonably expect to get most for its building dollar—personal satisfaction, long range enjoyment, and resale, if necessary—from the local material dealer, and the local, small crew, custom builder, with low "overhead" or operating expense.

Above the advertising and beneath the varnish is the fact that the lumber dealer, with car load shipments, can usually supply every item which comes with a pre-cut or pre-fab "deal" at \$500 to \$1000 savings to you. And if quality is considered, (between the cheapest and the best,) the actual difference would appear to be nearer twice that much.

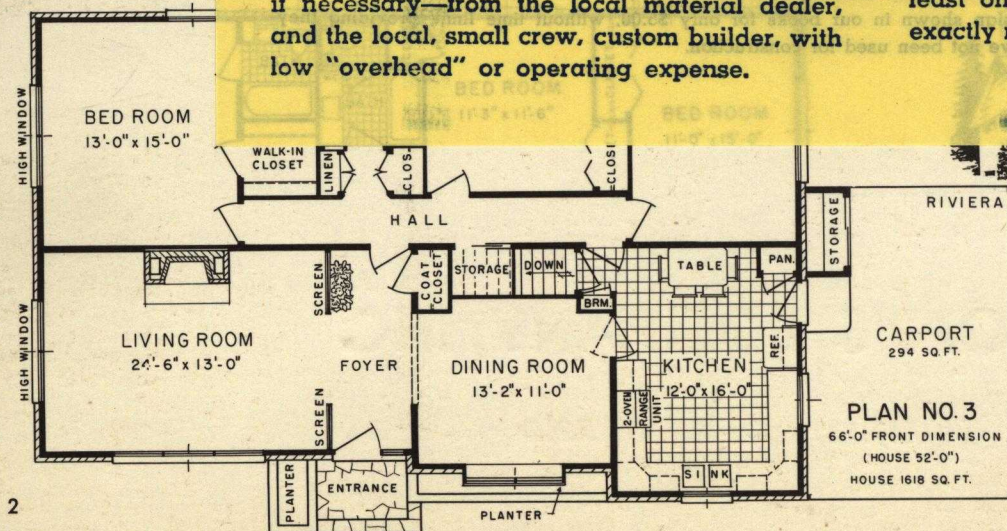
Also, where local "on the job" labor costs are such as to make it appear practical to "pre-fabricate" a home in a distant town, an increasing number of local lumber dealers are getting together their own subcontracting construction crews, or arranging to prefabricate home panel parts for the local building trade.

26,000 building material dealers, with an average of \$50-\$100,000 of inventory and investment each, can be reasonably expected to "meet competition." They cannot give you last year's prices in today's market; but most of them consider their business as permanent as your home—expect to sell you paint in the years to come—know the difference between a "fast buck" and a solid reputation.

Likewise, local lending agencies offer many advantages to the man who must finance his home, both for building, and over the years. They are usually "short" on money; they seldom advertise their bargains; they do not place "package loans" on the counter. They insist upon studying your plans, seeing your lot, being acquainted with your builder, and knowing you; but by so doing, they cut their losses low enough to pass a saving on to you—without kickback or subsidy from the seller or builder for an over-priced job.

If you are seriously interested in an individual, serviceable, lifetime home, we hope at least one of our designs and floor plans will exactly meet your needs.

STANDARD HOMES COMPANY



Both plans provide for a fireplace in the Basement; and a 50' Recreation Room, 12½ or 14½' wide, depending on your lot, and choice of front or back for best lighting.

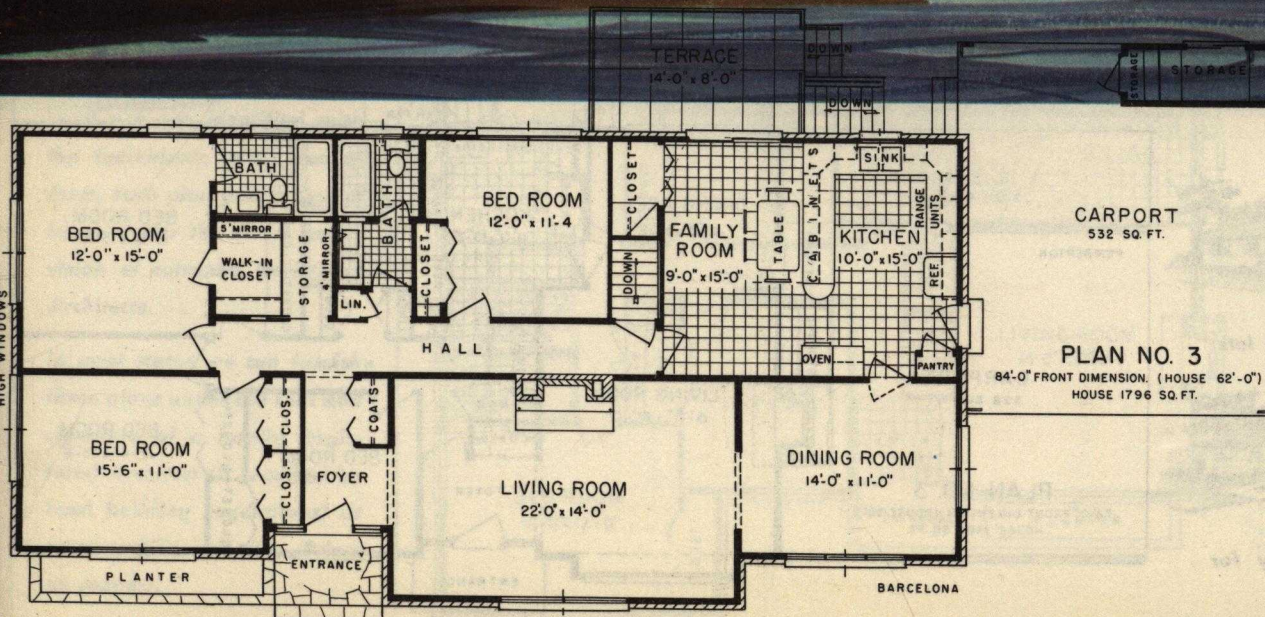
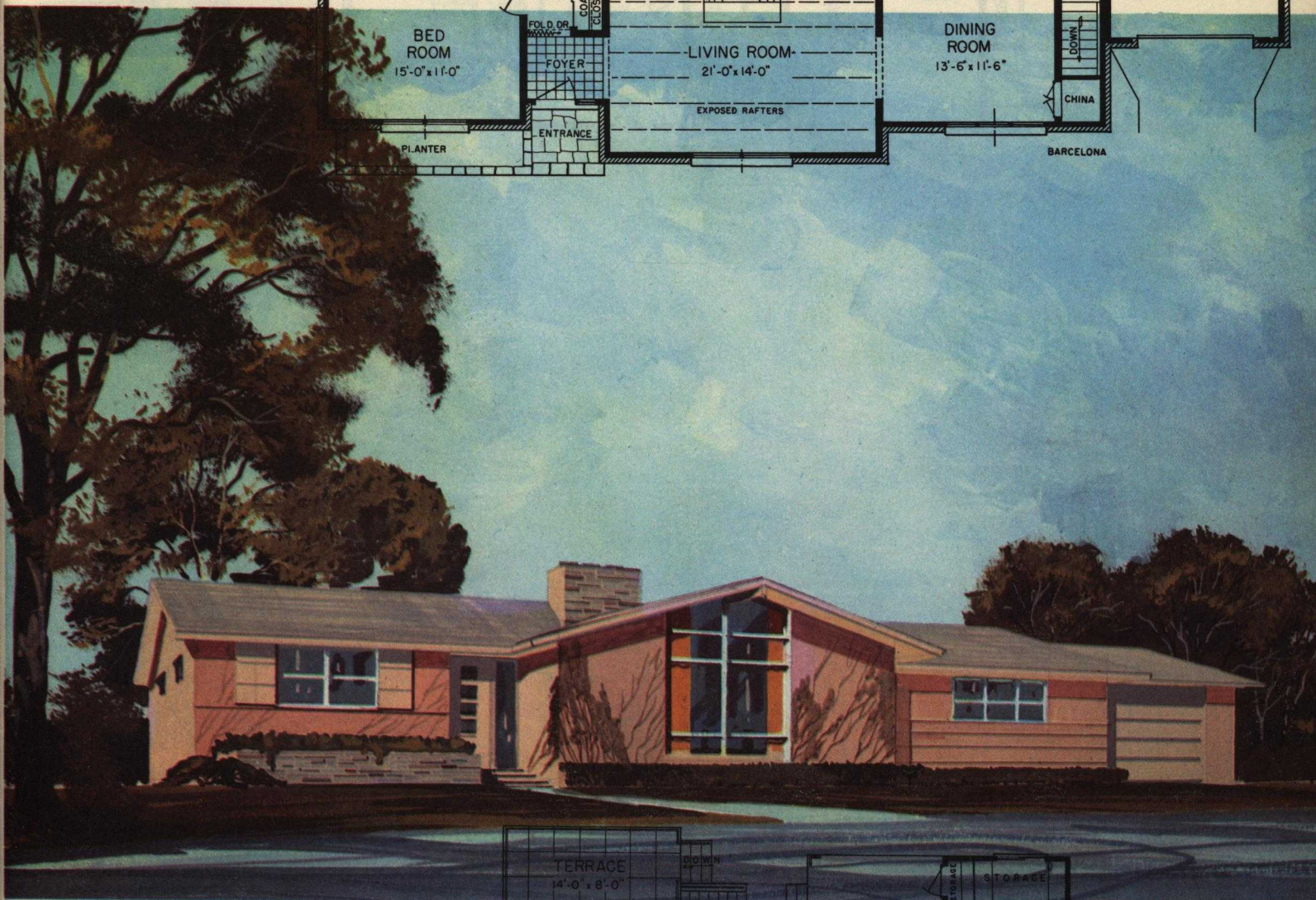
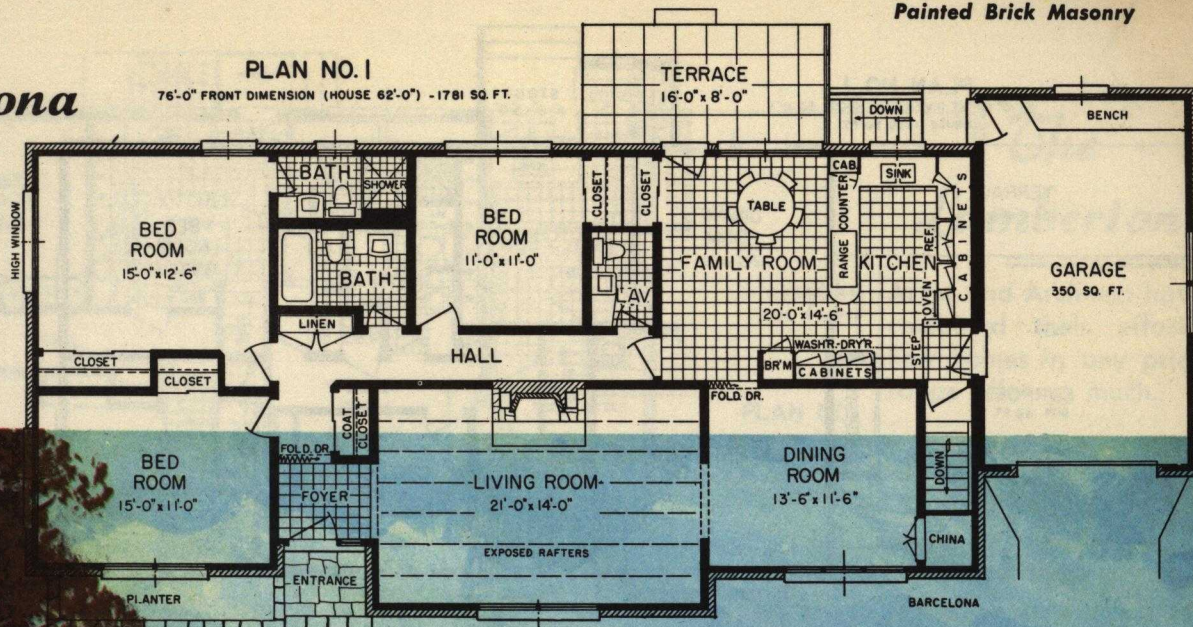
The Barcelona

Painted Brick Masonry

PLAN NO. 1

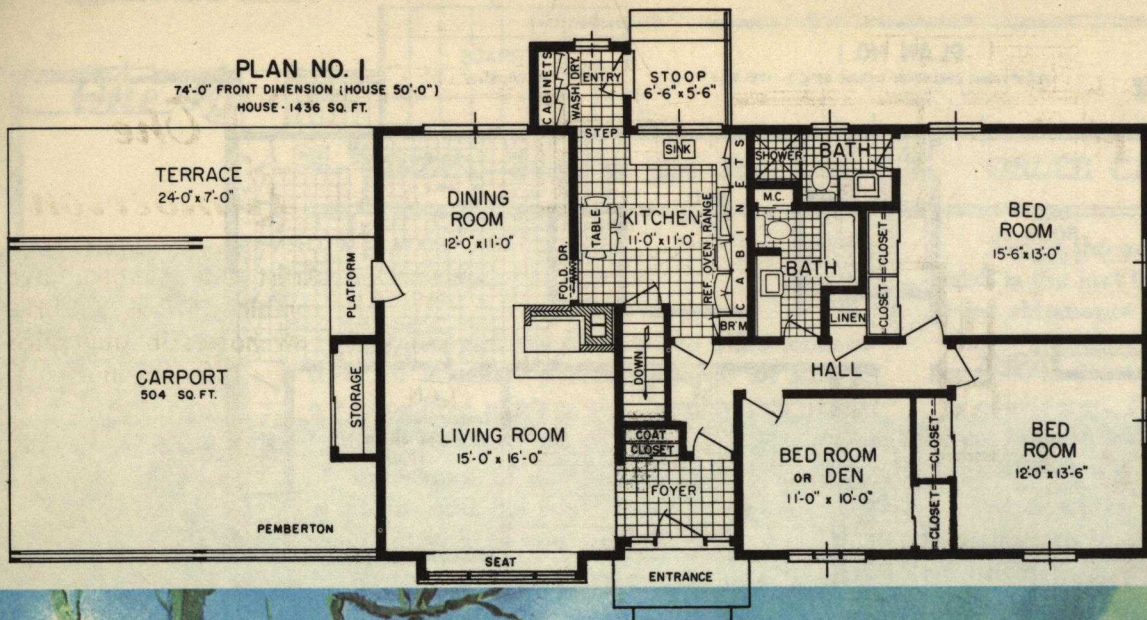
76'-0" FRONT DIMENSION (HOUSE 62'-0") - 1781 SQ. FT.

A "Dream Home"
planned for living.



Plan no. 1 shows enclosed garage; Plan no. 3, carport. 2½ or 2 Baths (plus lav. in Basement); with space and provisions for fire-place in (Recreation Room on both plans.

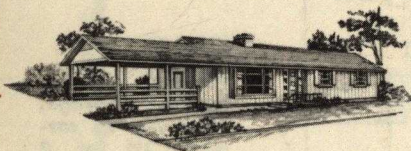
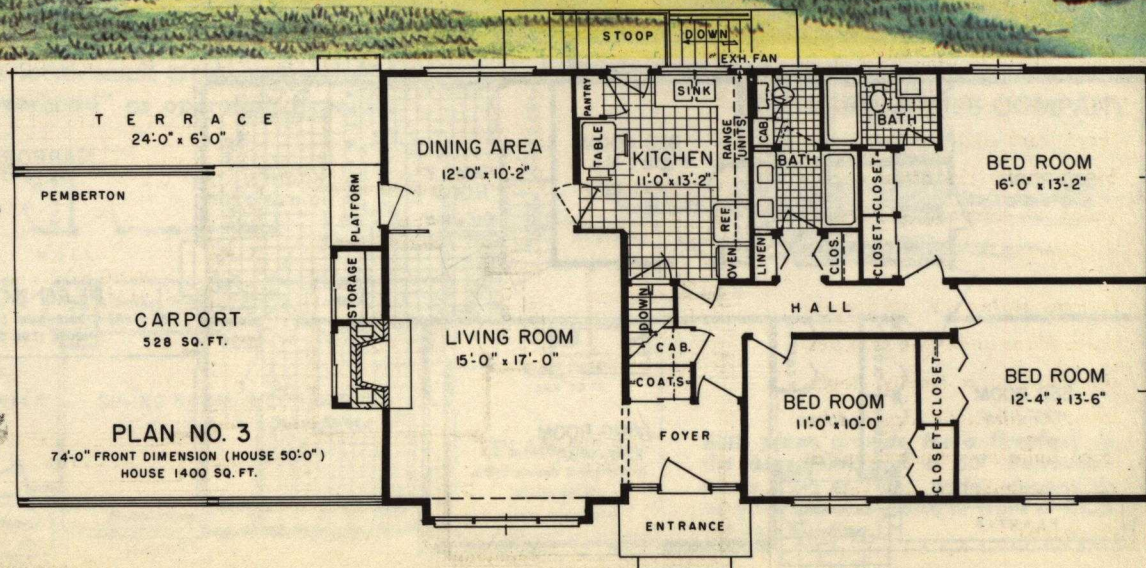
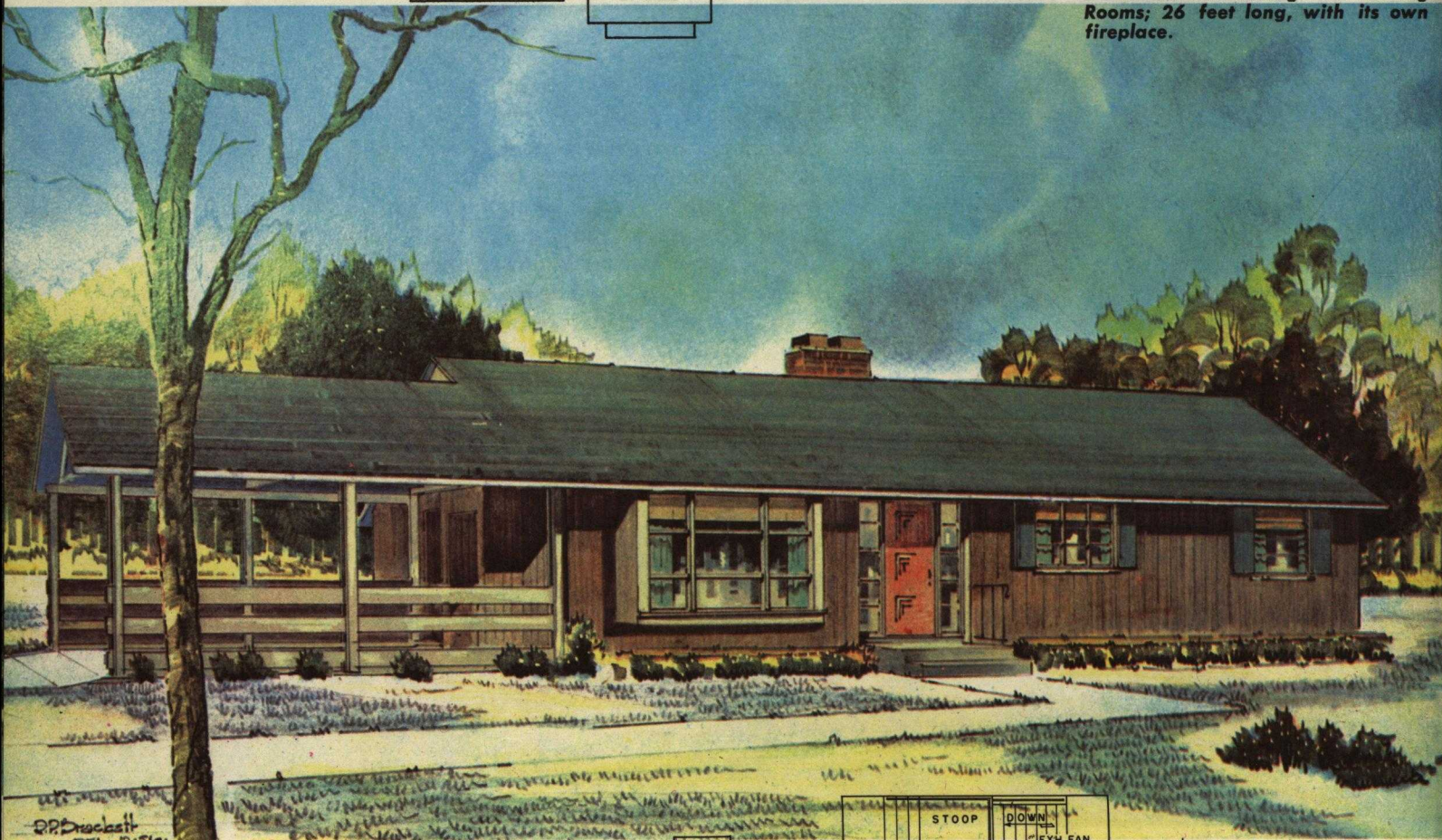
PLAN NO. 1
74'-0" FRONT DIMENSION (HOUSE 50'-0")
HOUSE - 1436 SQ. FT.



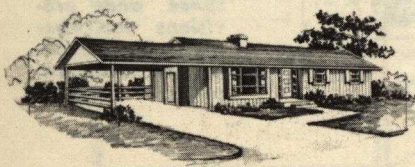
The Pemberton

A modern "Ranch House," all Home.

Looking for the Family Room?
It's under the Living and Dining Rooms; 26 feet long, with its own fireplace.



Narrow-lot orientation for lots of 40-50 feet.



Street-front carport entry for lots of less than 100 feet.

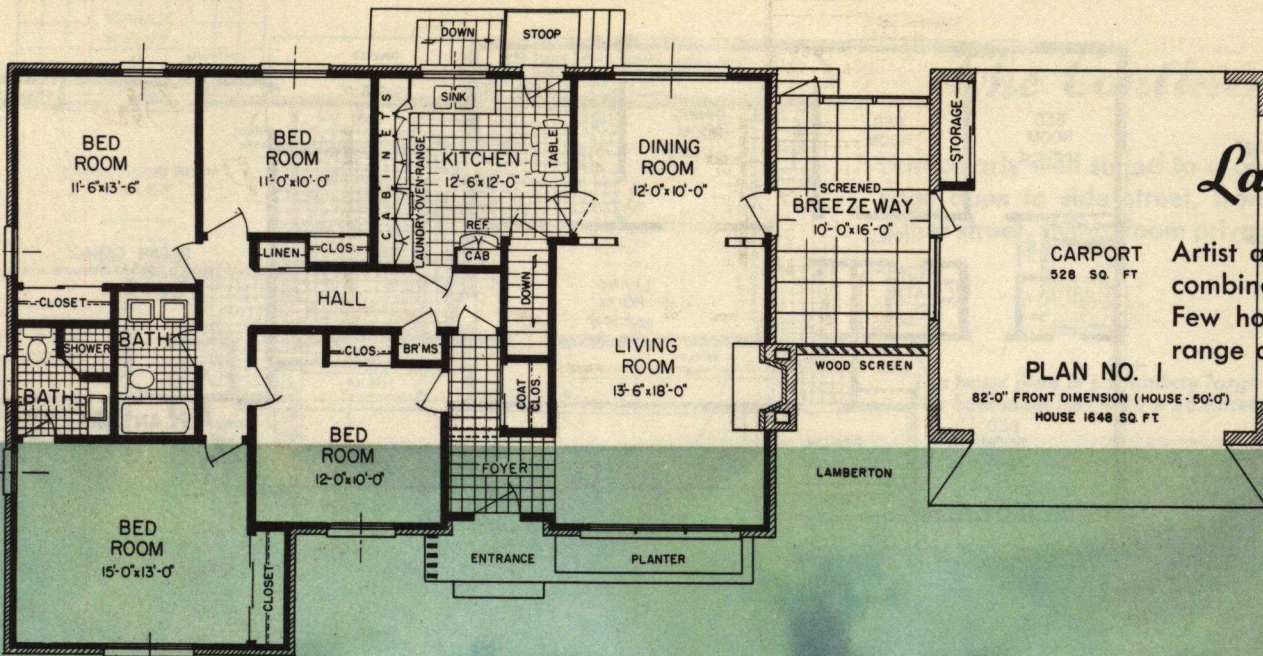
The Lamberton

CARPORT
528 SQ. FT.

Artist and Architect have combined their efforts. Few homes in any price range offer so much.

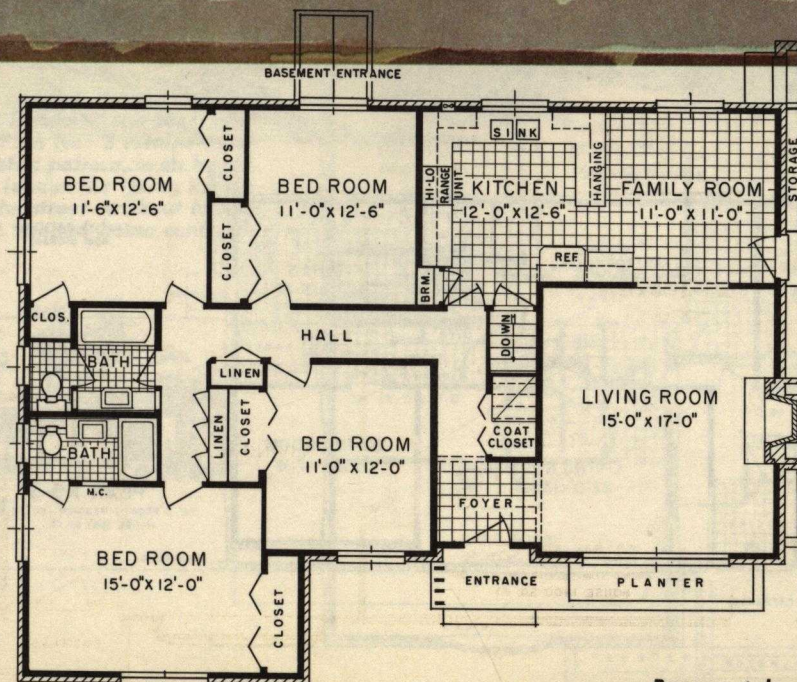
PLAN NO. 1

82'-0" FRONT DIMENSION (HOUSE 50'-0")
HOUSE 1648 SQ. FT.



While the homes shown in this book are not identified with the individuals who created them, each plan was prepared by or under the direct supervision of currently Registered Architects.

In most states we can furnish these plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices on request.



CARPORT
610 sq. ft.

PLAN NO. 3

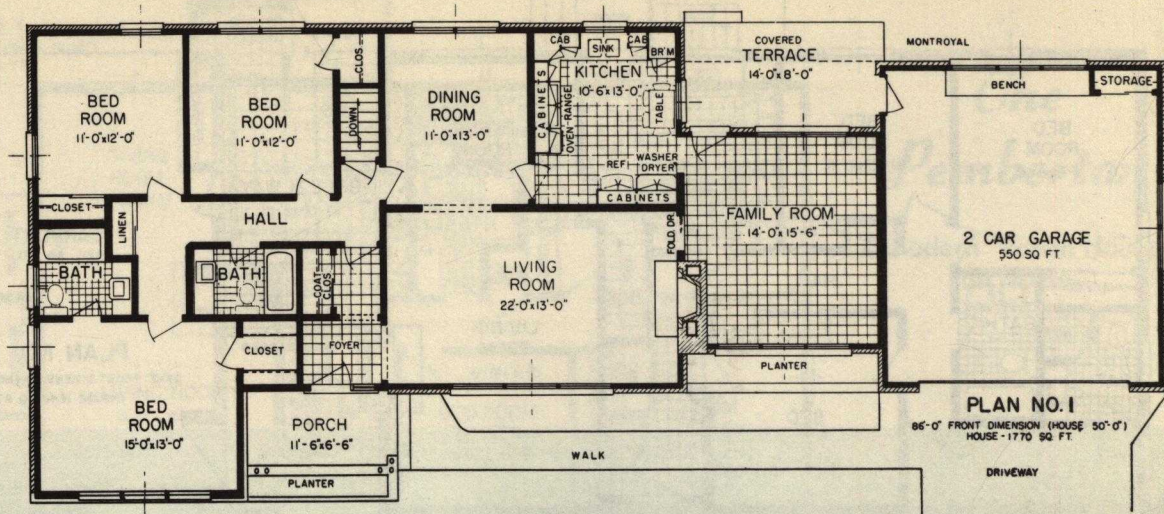
FRONT DIMENSION 72'-0" (HOUSE 50'-0")
HOUSE 1656 SQ. FT.

Basement development in keeping.

Choice of Garage or Carport.

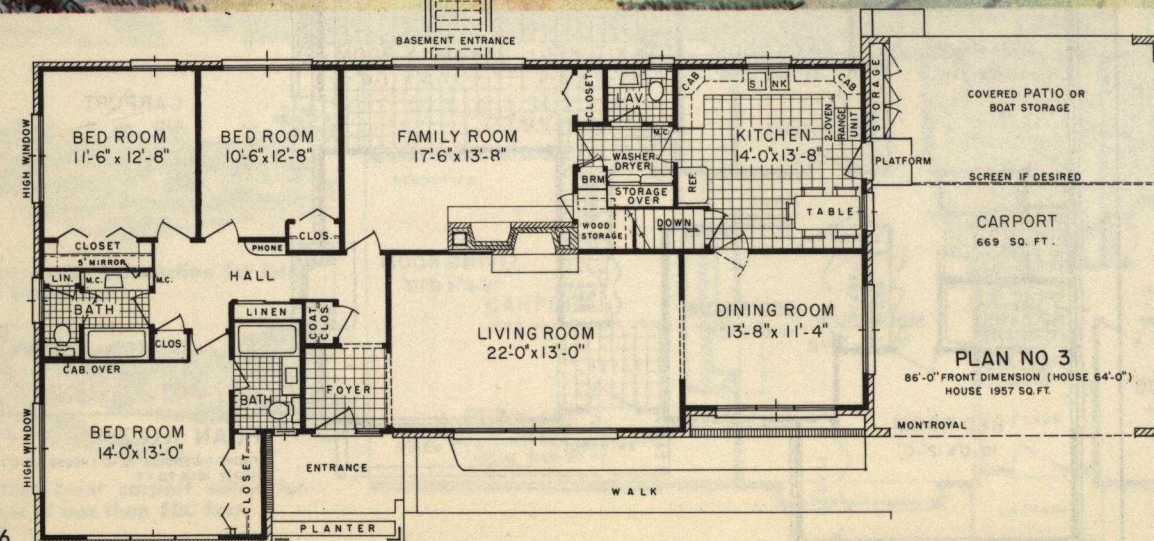
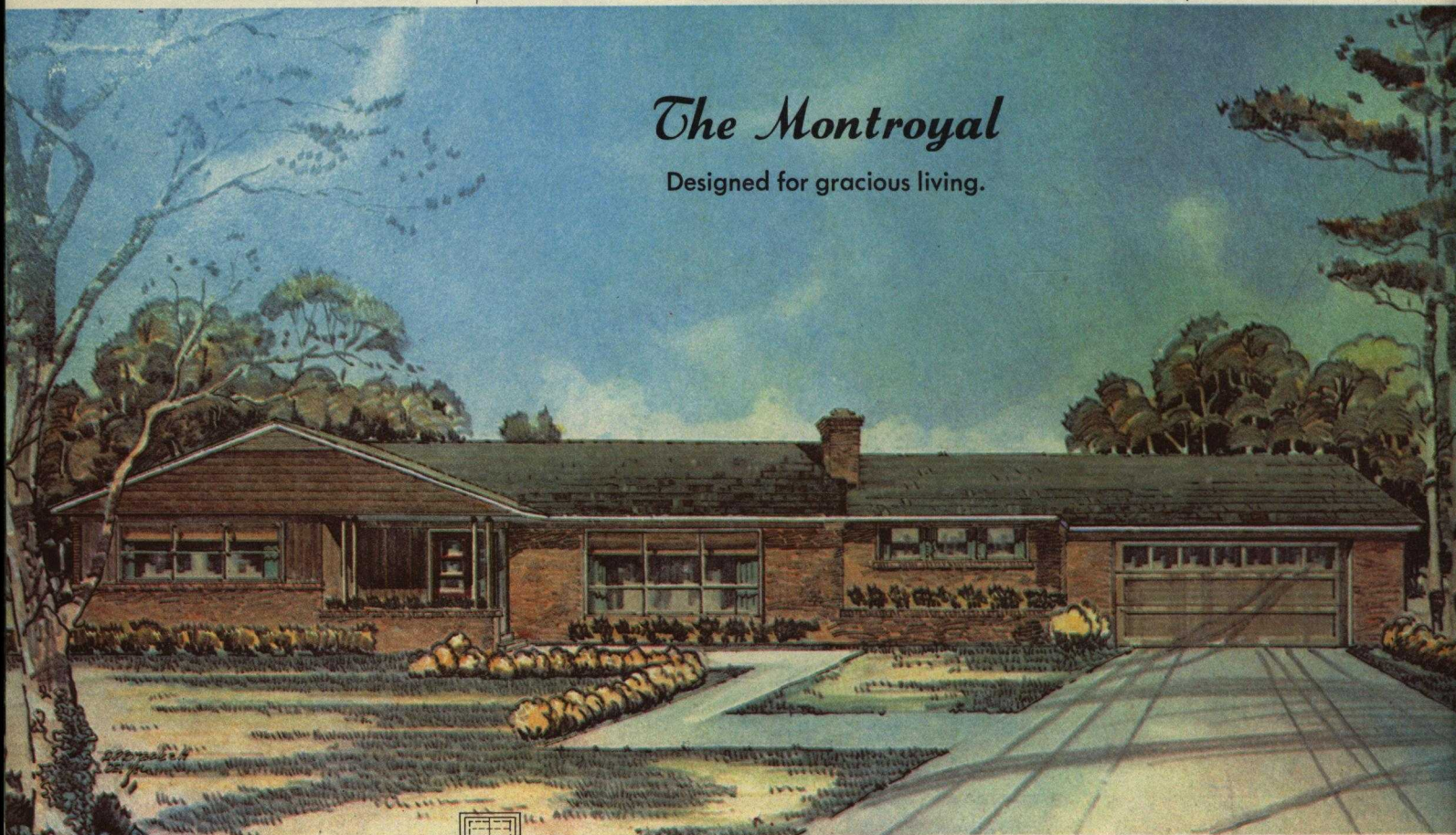
Furnace and Storage under Family Room.

Basement fireplace in 25 x 26 Play or Recreation Room.

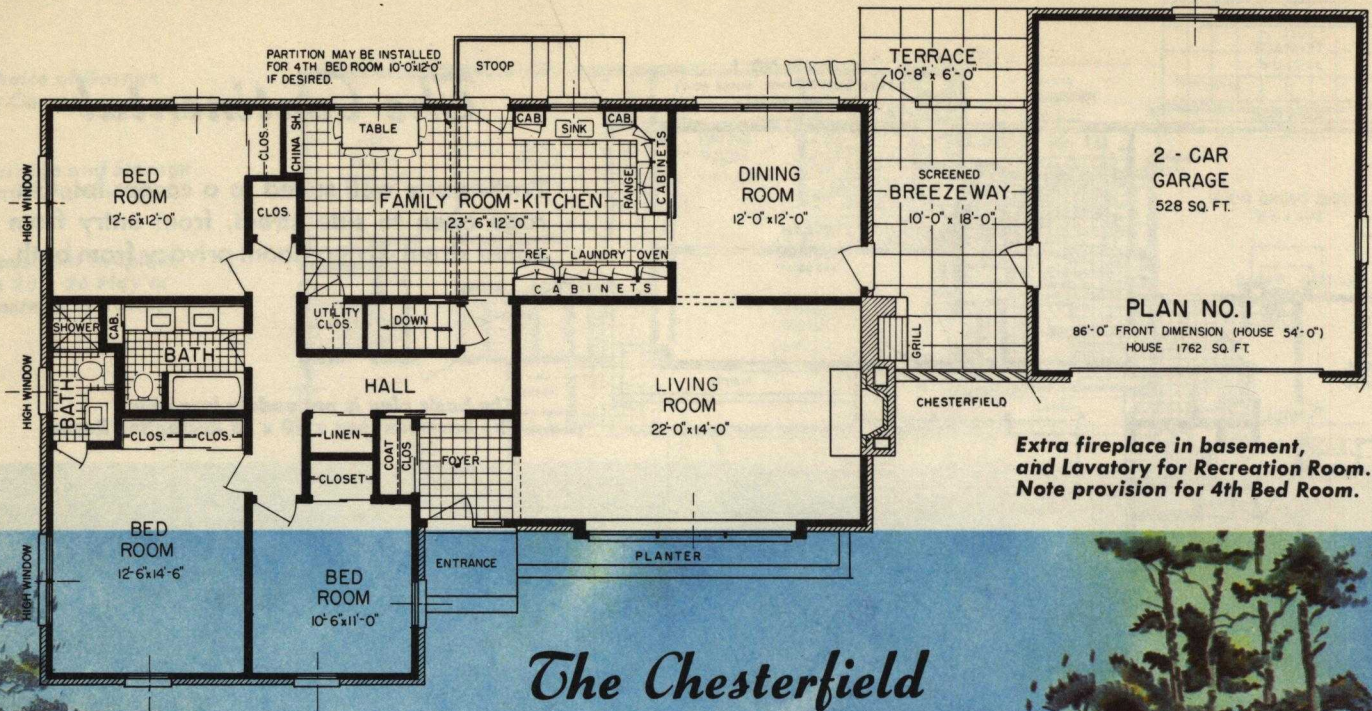


The Montroyal

Designed for gracious living.

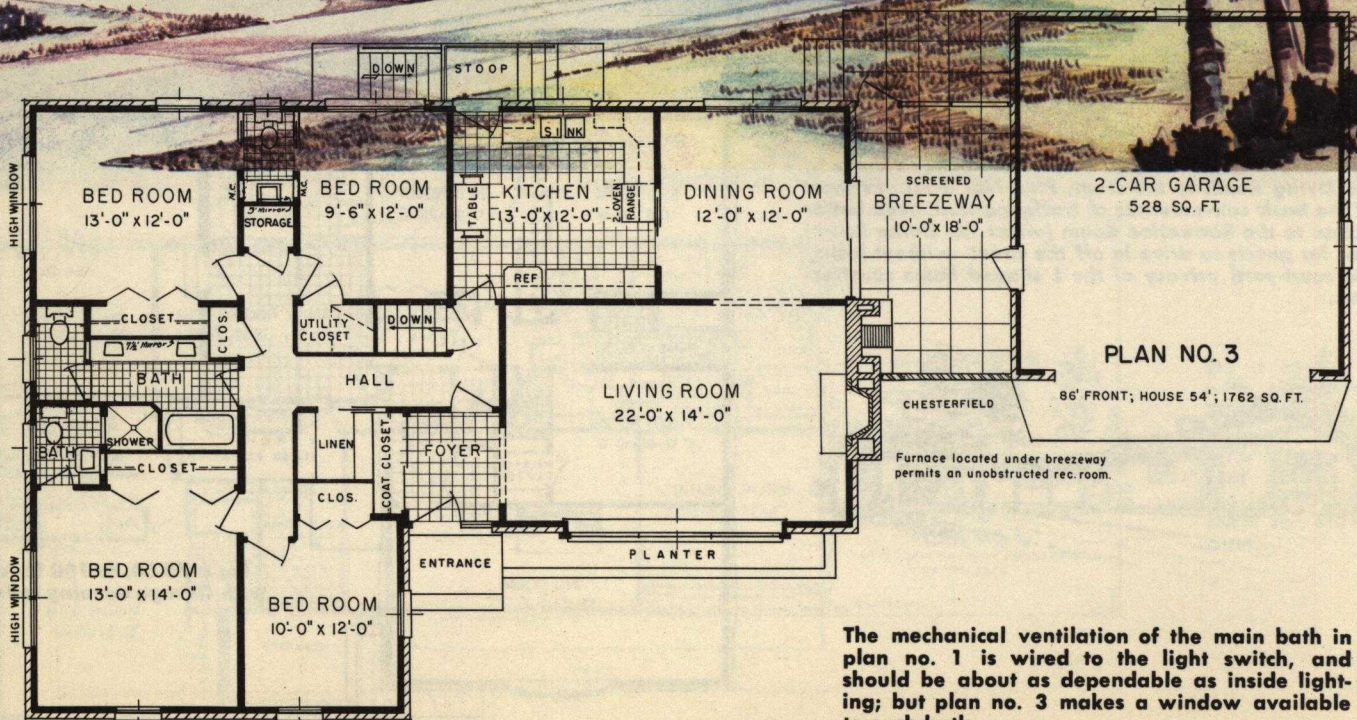


On a corner lot, or with side approach, 30' carport space is adequate for 3 cars. With front entrance, rear portion affords a covered Patio or place for the family boat.



The Chesterfield

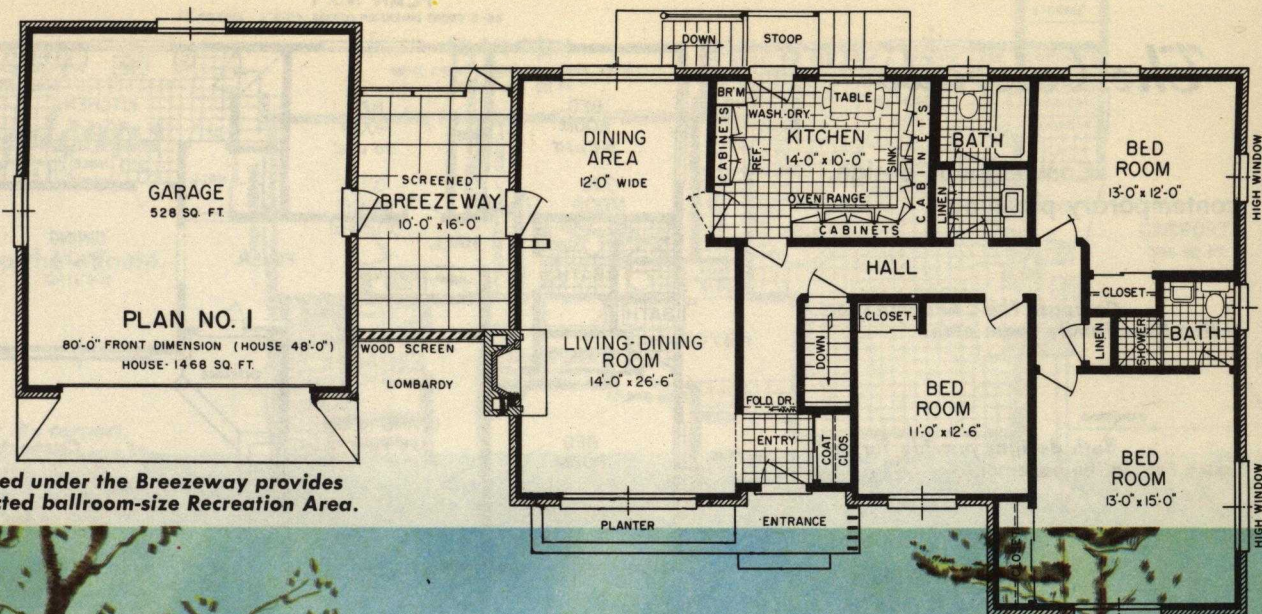
An outstanding home for
an outstanding neighborhood.



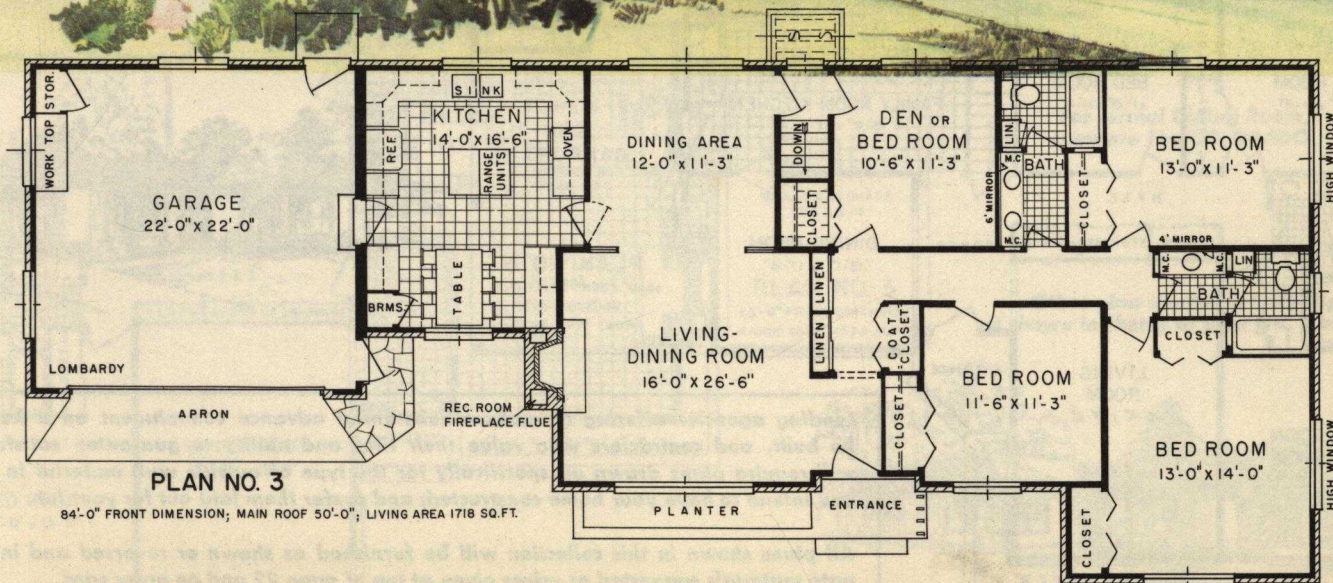
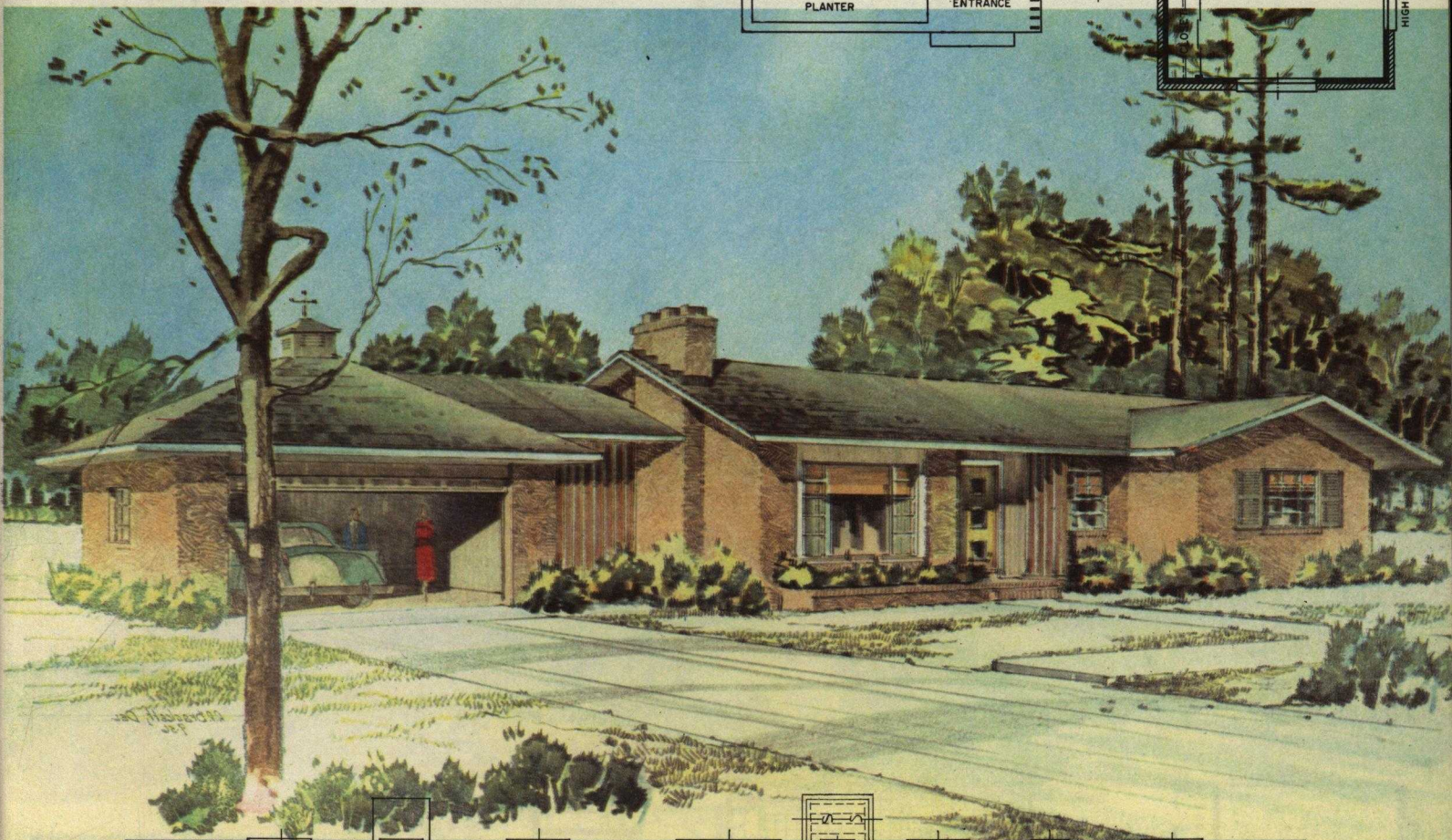
The mechanical ventilation of the main bath in plan no. 1 is wired to the light switch, and should be about as dependable as inside lighting; but plan no. 3 makes a window available to each bath.

The Lombardy

A home of distinction
in any community.



Furnace placed under the Breezeway provides
an unobstructed ballroom-size Recreation Area.



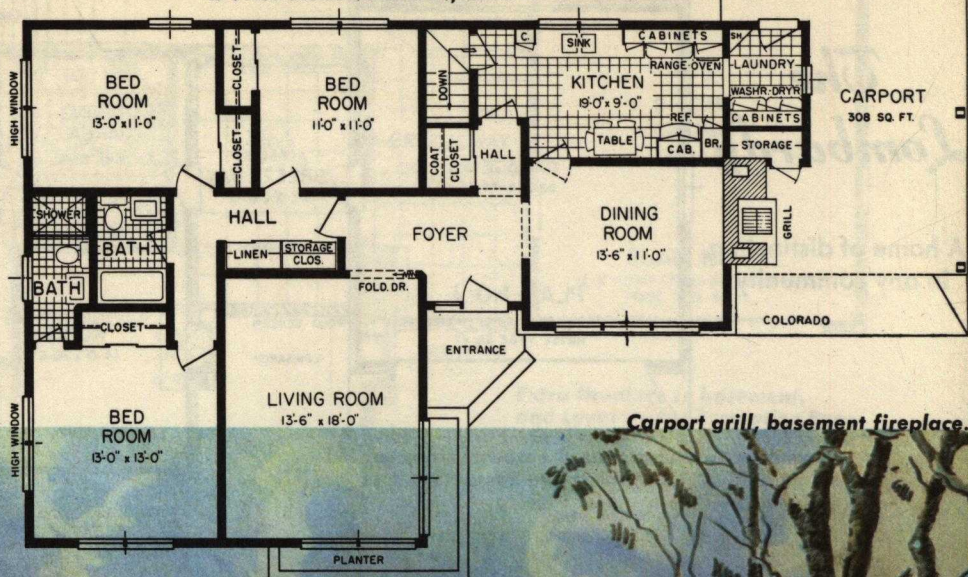
The Colorado

Conventional design,
contemporary planning.

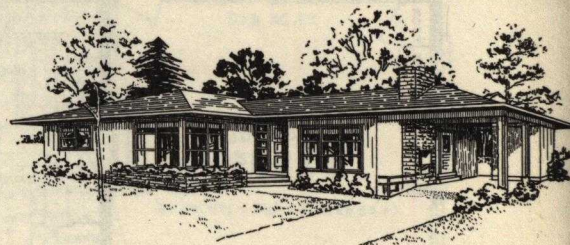
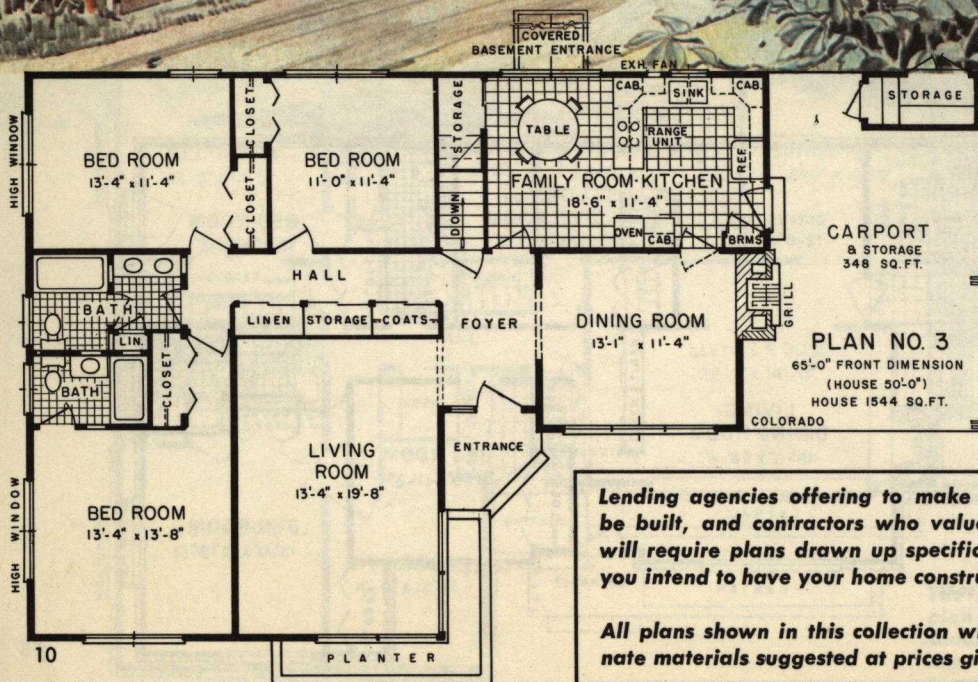
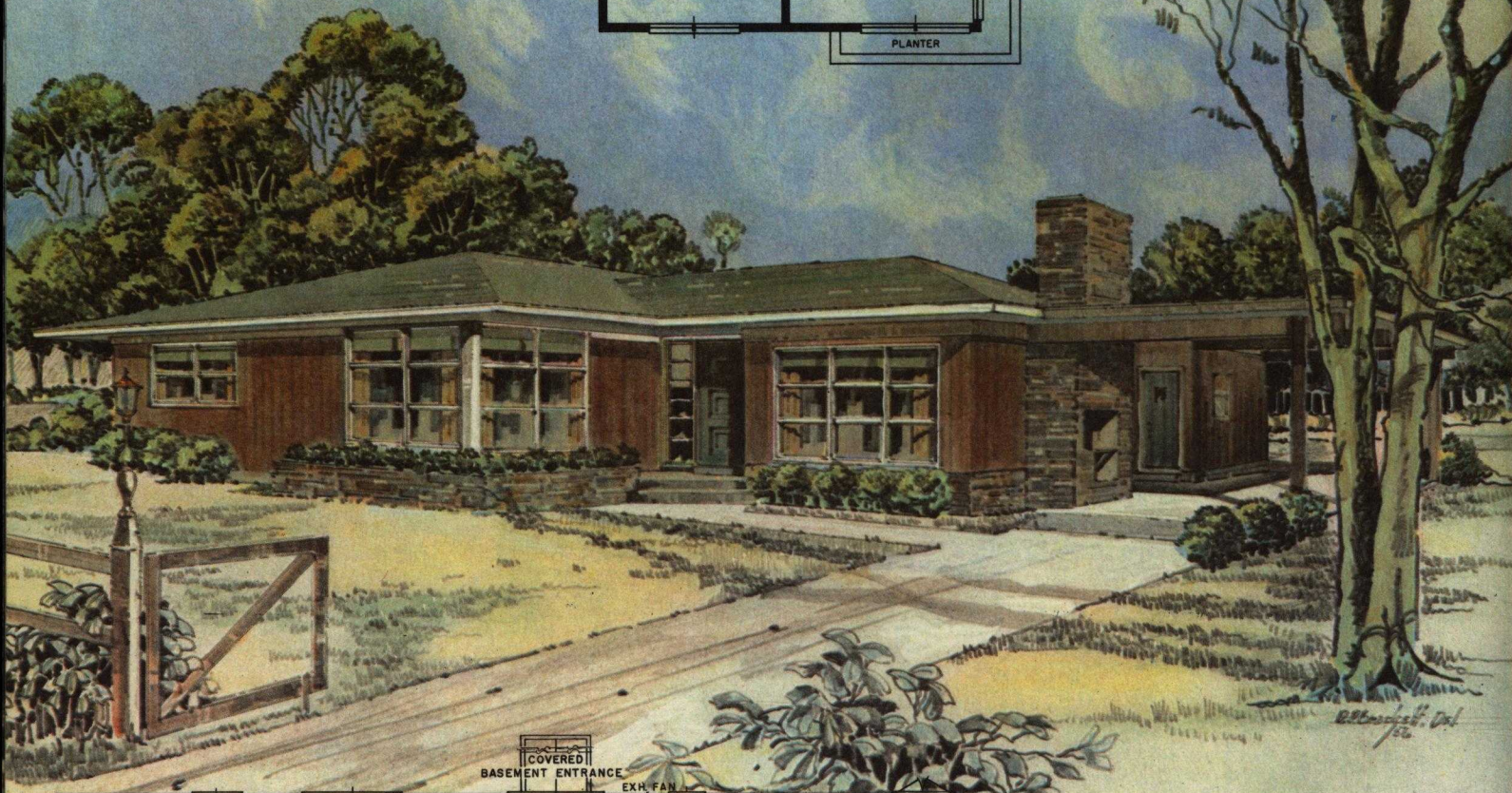
Compare The CARDENAS for
a first floor Family Room plan.

Both designs provide for an
extra Lav. in the basement.

PLAN NO. 1
66'-0" FRONT DIMENSION (HOUSE 49'-0"), 1505 SQ. FT.



Carport grill, basement fireplace.

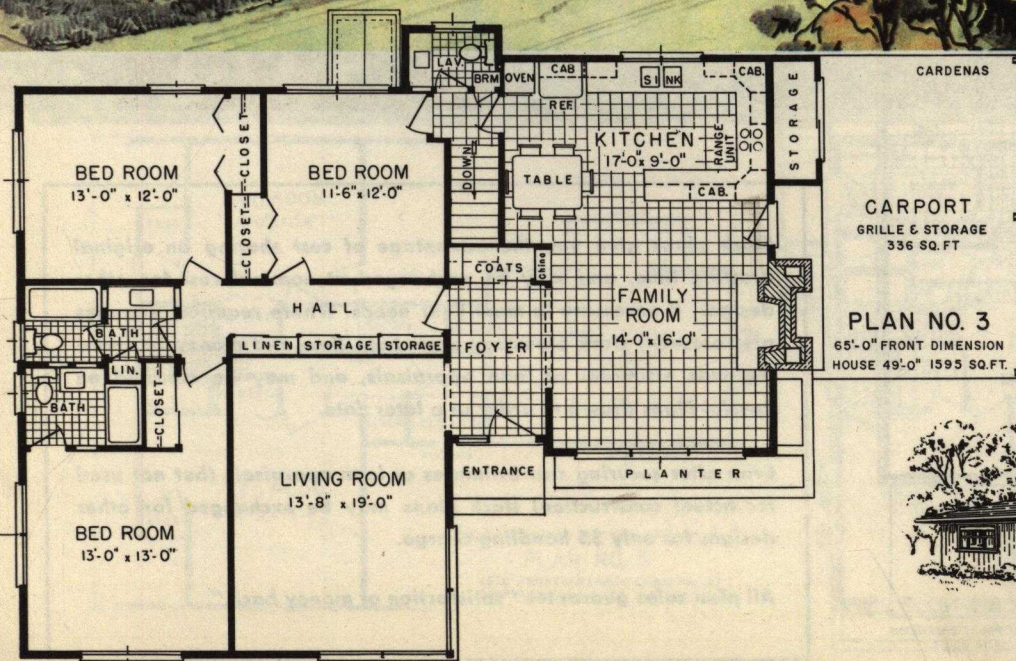
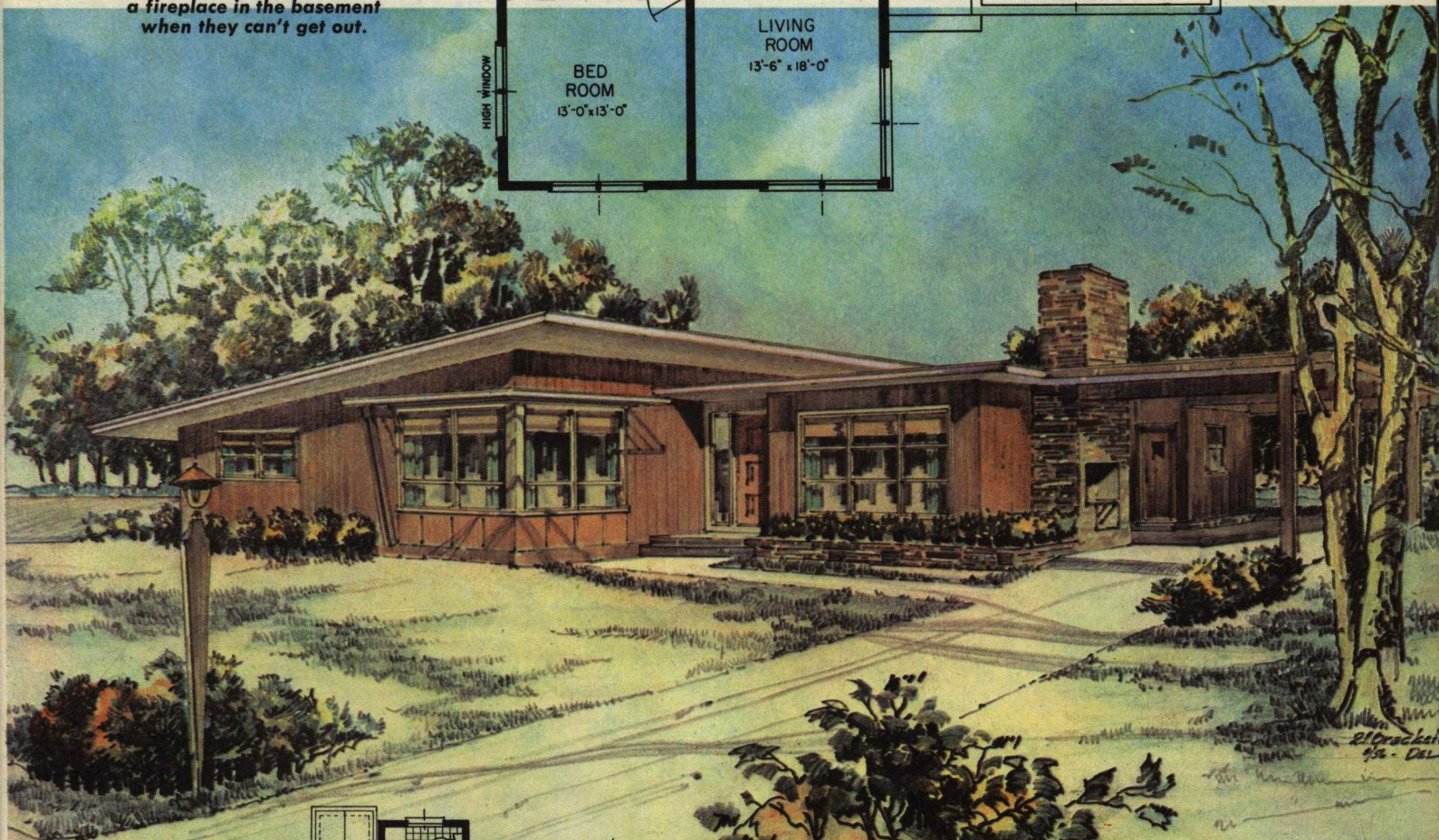
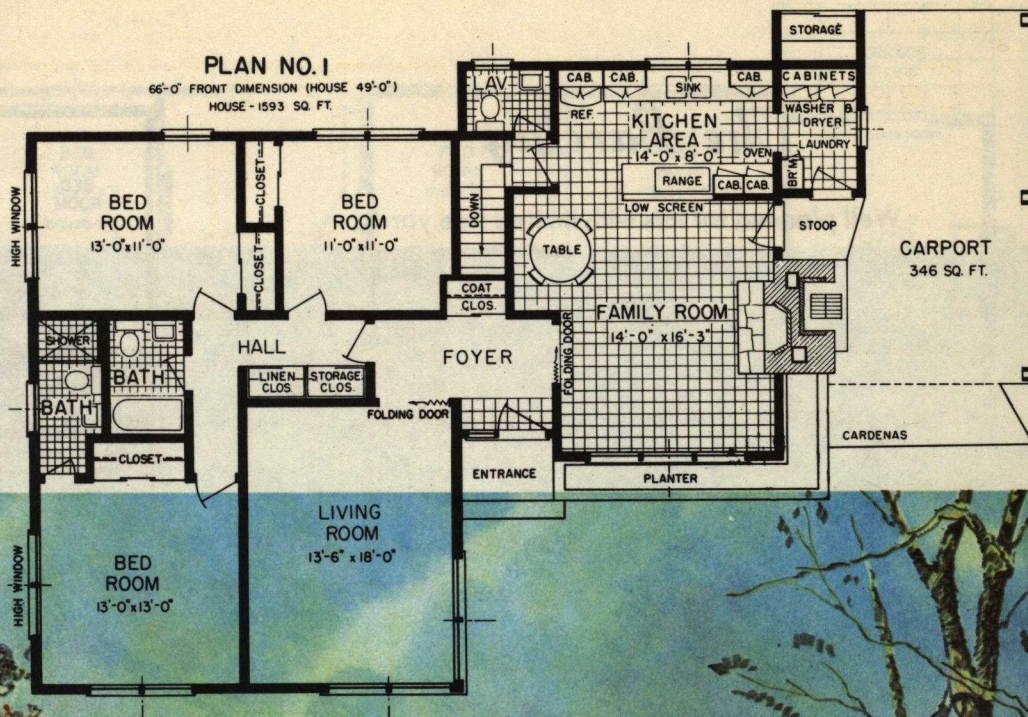


Lending agencies offering to make a substantial advance commitment on a home to be built, and contractors who value their time and ability to guarantee satisfaction, will require plans drawn up specifically for the type of outside wall material in which you intend to have your home constructed; and prefer them laid out for your lot.

All plans shown in this collection will be furnished as shown or reversed and in alternate materials suggested at prices given at top of page 22 and on order card.

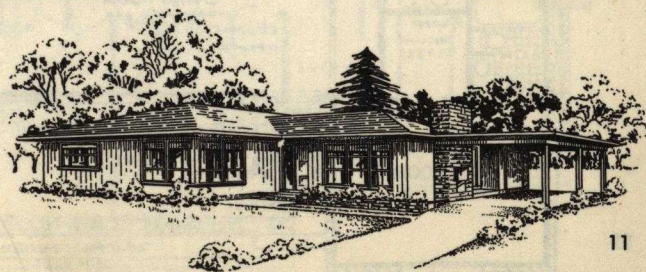
Modern to the minute,
inside and out.

**A grill under the carport,
when the family can't stay in;
a fireplace in the basement
when they can't get out.**



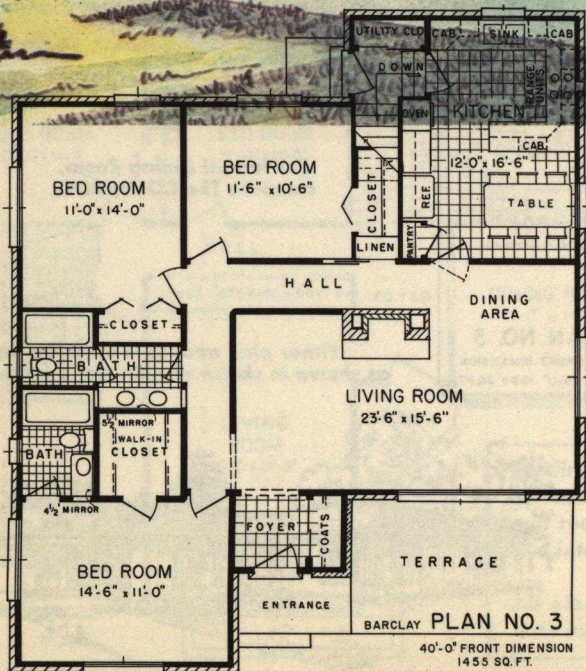
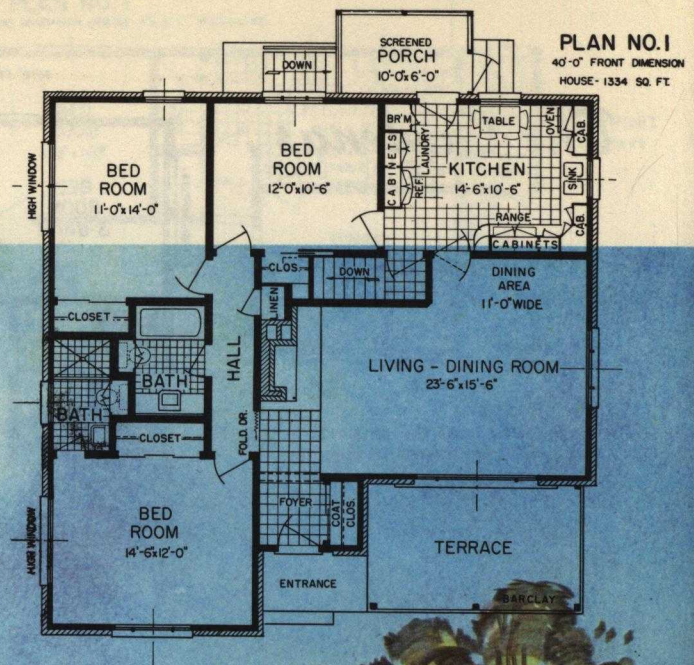
**For formal Dining Room,
compare The COLORADO.**

**Either plan available with Hip Roof,
as shown in sketch of plan No. 3 below.**



The Barclay

Well planned for lots with limited side yards.

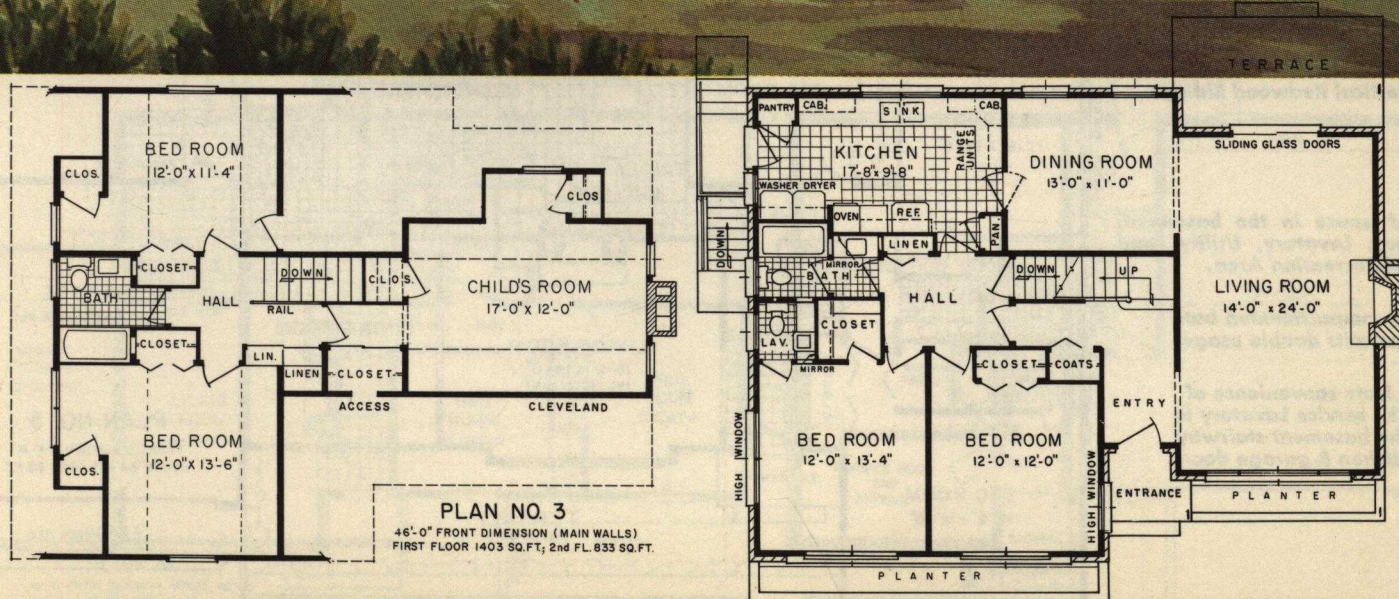
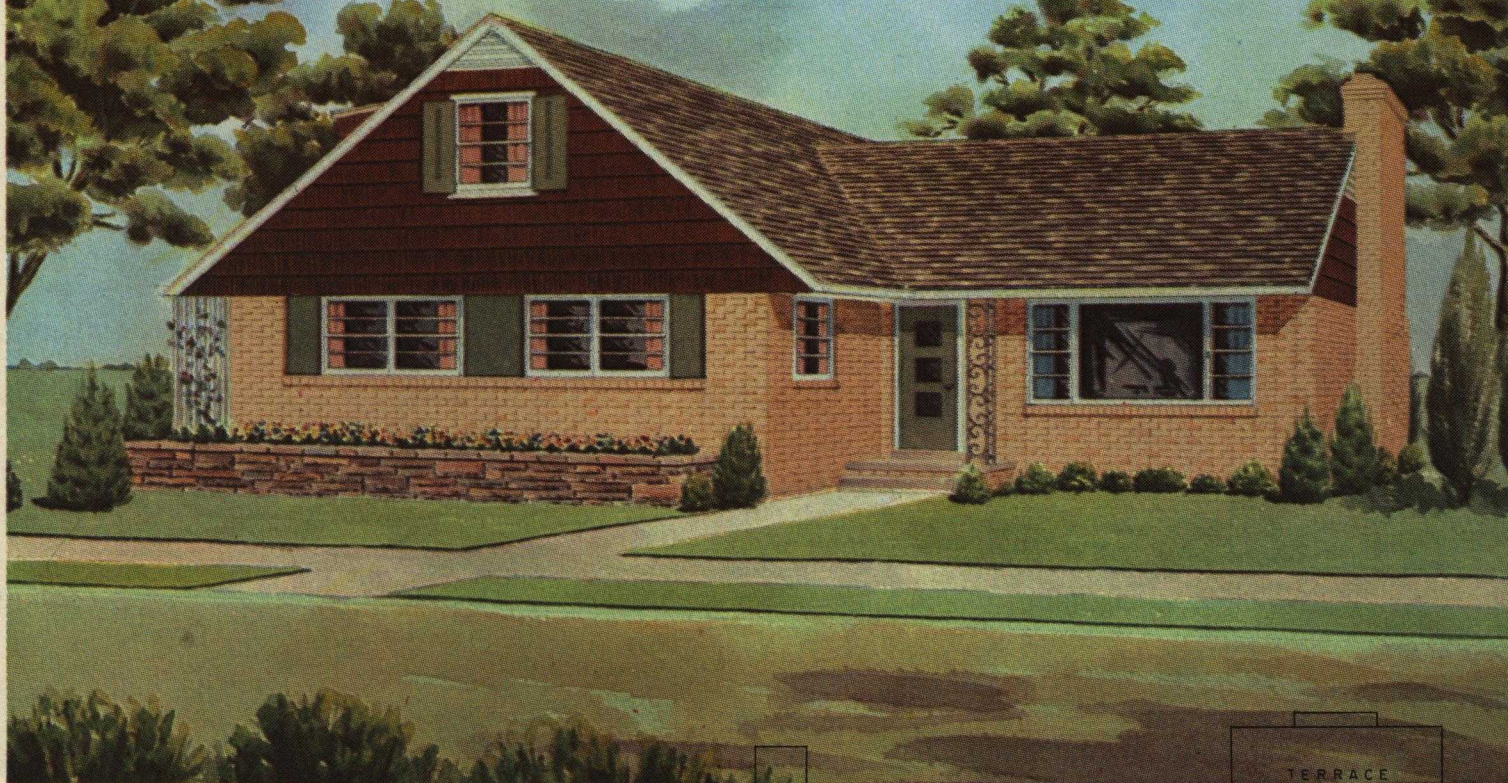
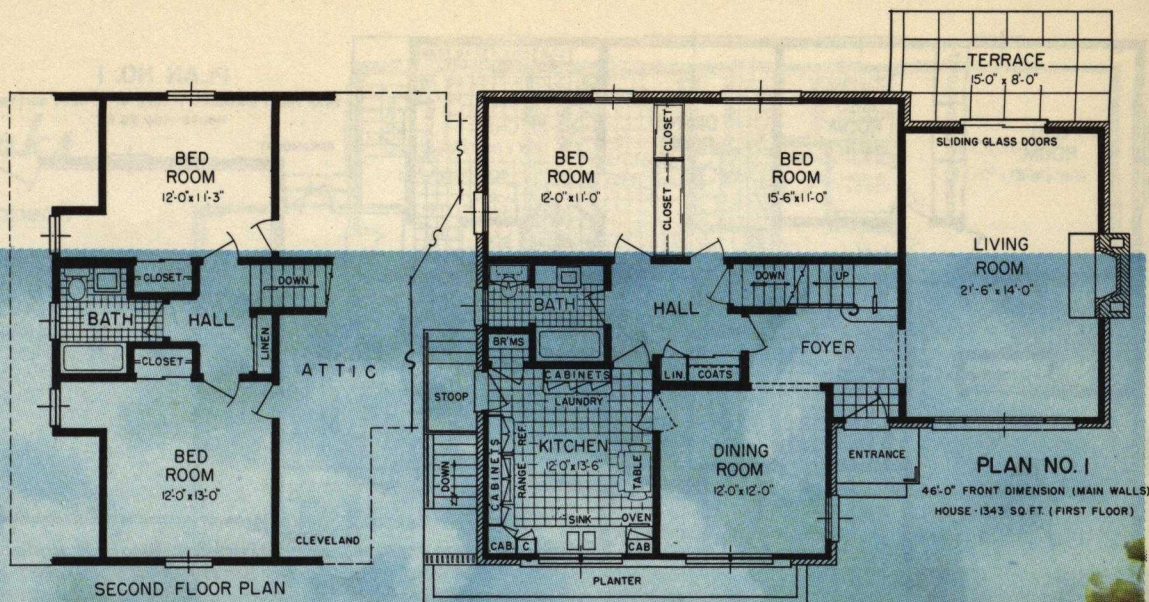


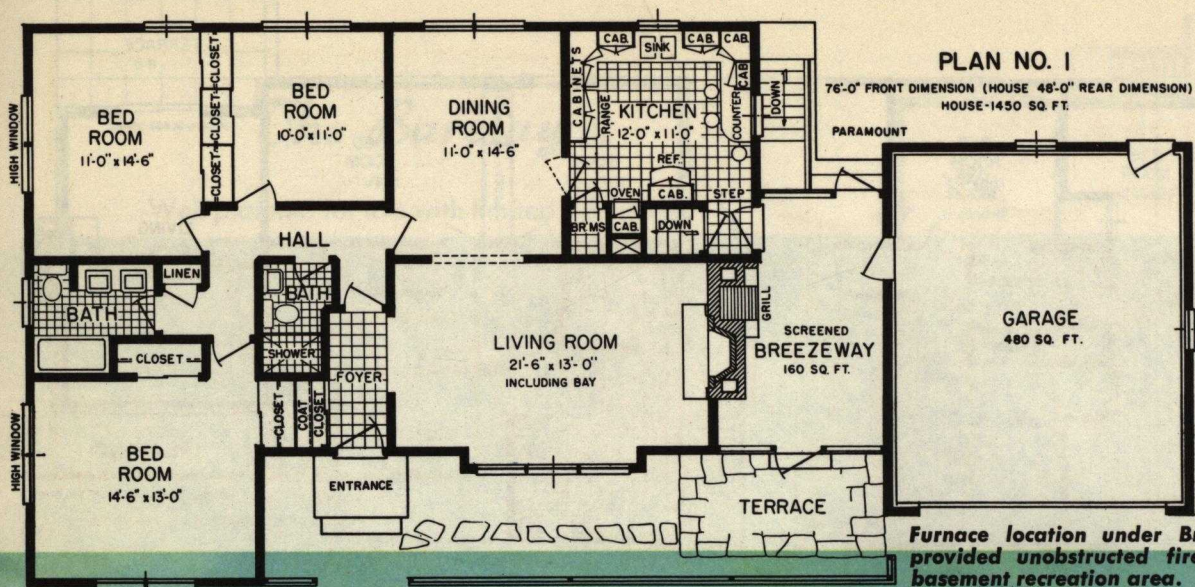
Stock plans give you the advantage of cost sharing on original drafting time, and may be exchanged at nominal cost for other designs, if necessary to meet your needs. Where required, changes are foreseen, stock plans can save both time and money in securing cost estimates or loan appraisals, and may be credited on Special Plans drawn to order at a later date.

Even after securing cost estimates or loan appraisals (but not used for actual construction) stock plans may be exchanged for other designs for only \$5 handling charge.

All plan sales guarantee "satisfaction or money back."

The Cleveland





76'-0" FRONT DIMENSION (HOUSE 48'-0" REAR DIMENSION)
HOUSE-1450 SQ. FT.

The Paramount

Furnace location under Breezeway provided unobstructed fireplace in basement recreation area.

PLAN NO. 3

FRONT DIMENSION 74'-8"
HOUSE 54'-8"; 1670 SQ. FT.

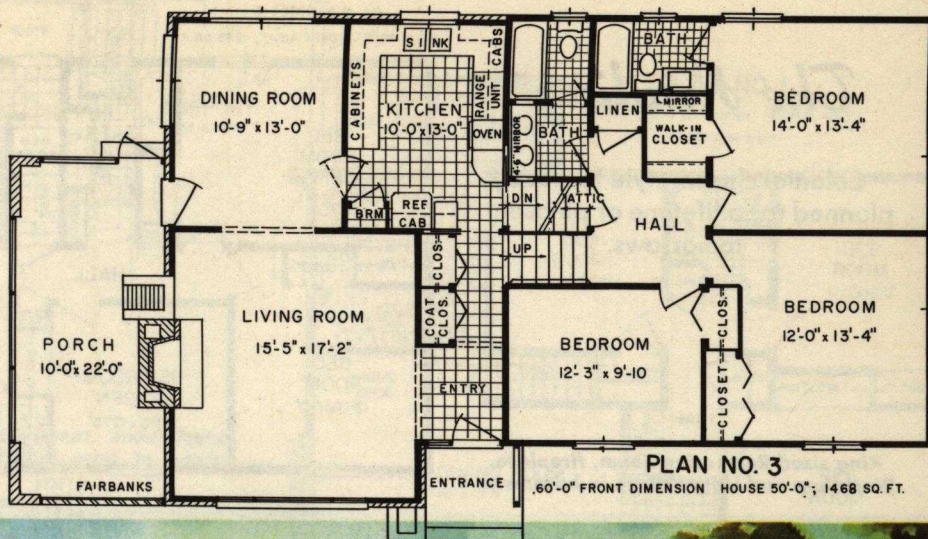
A PRON

The Fairbanks

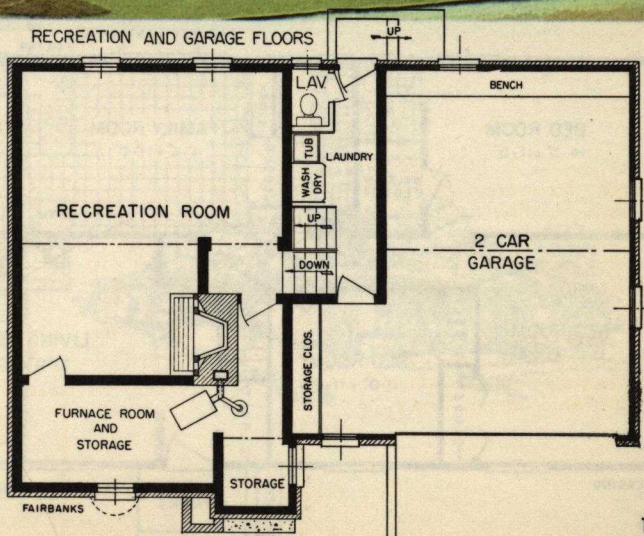
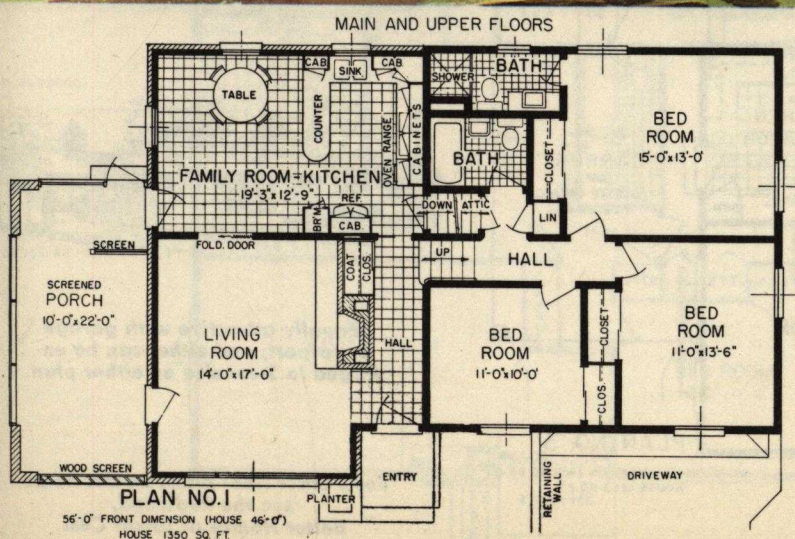
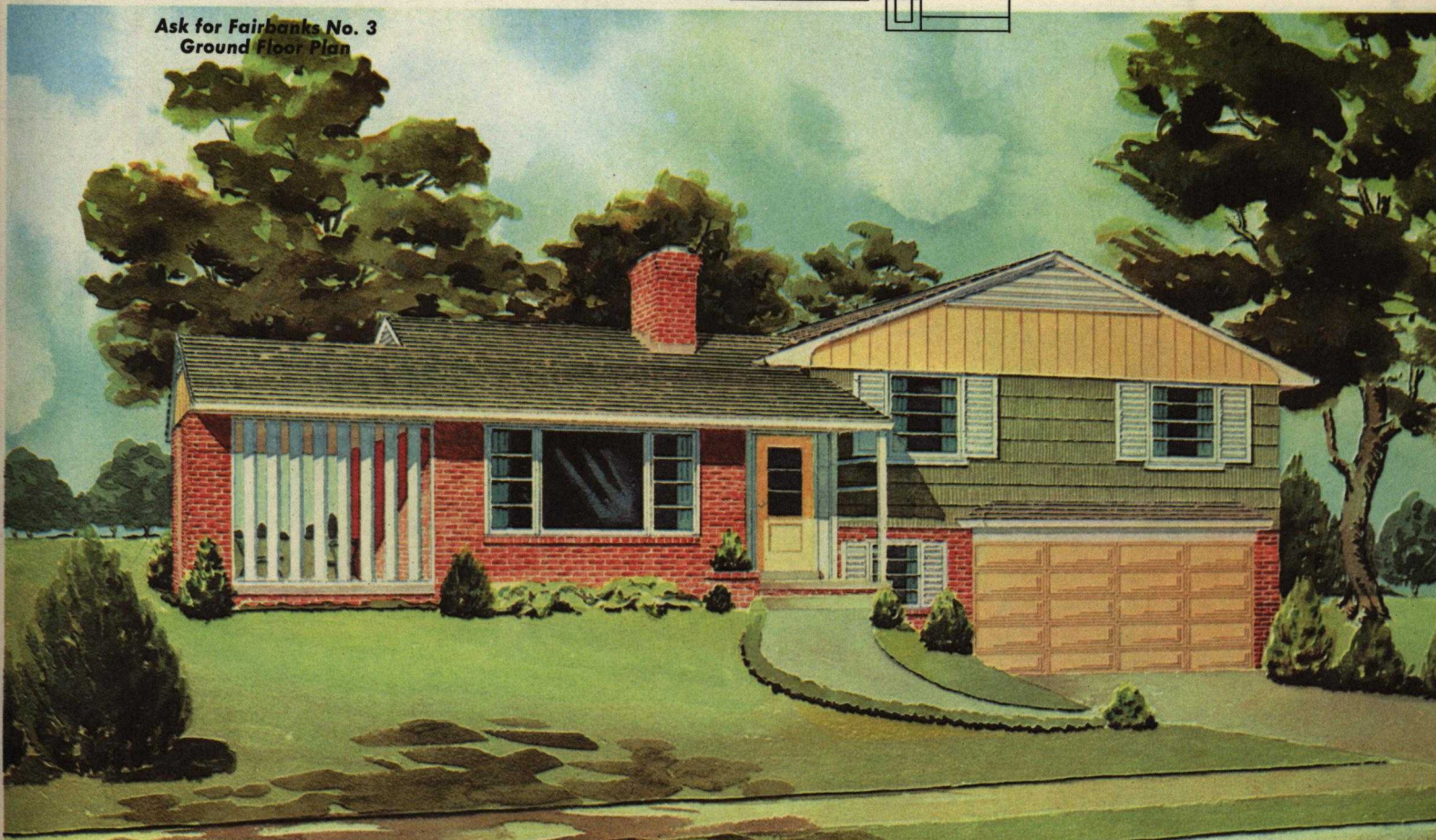
A Split-Level of much appeal.

*The convenience of a rambler,
with the privacy of a two story.*

Placing the furnace under the porch, back
of the basement fireplace, permits a 19' x
28' Recreation Room with a single post.



Ask for Fairbanks No. 3
Ground Floor Plan

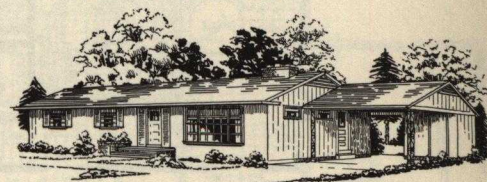
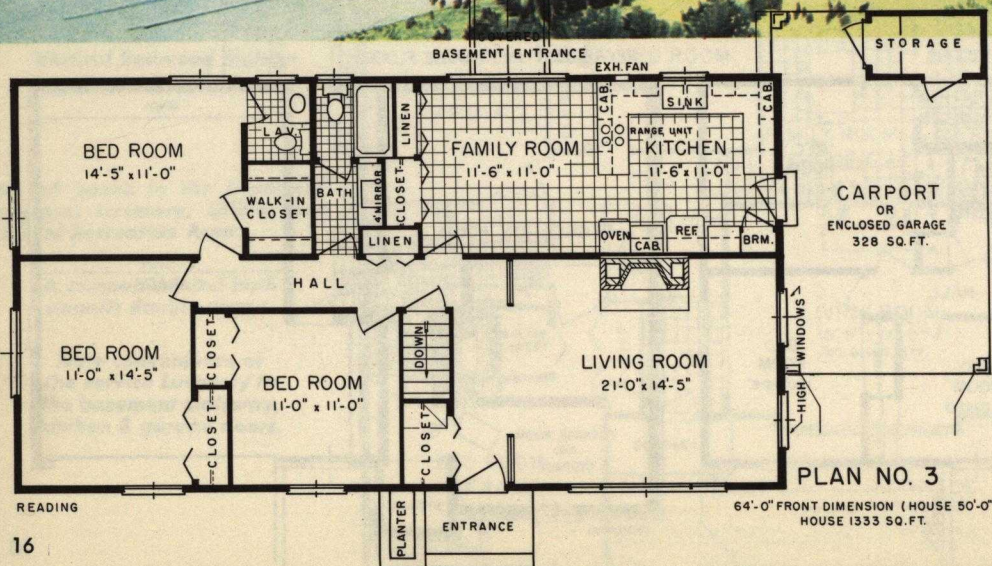
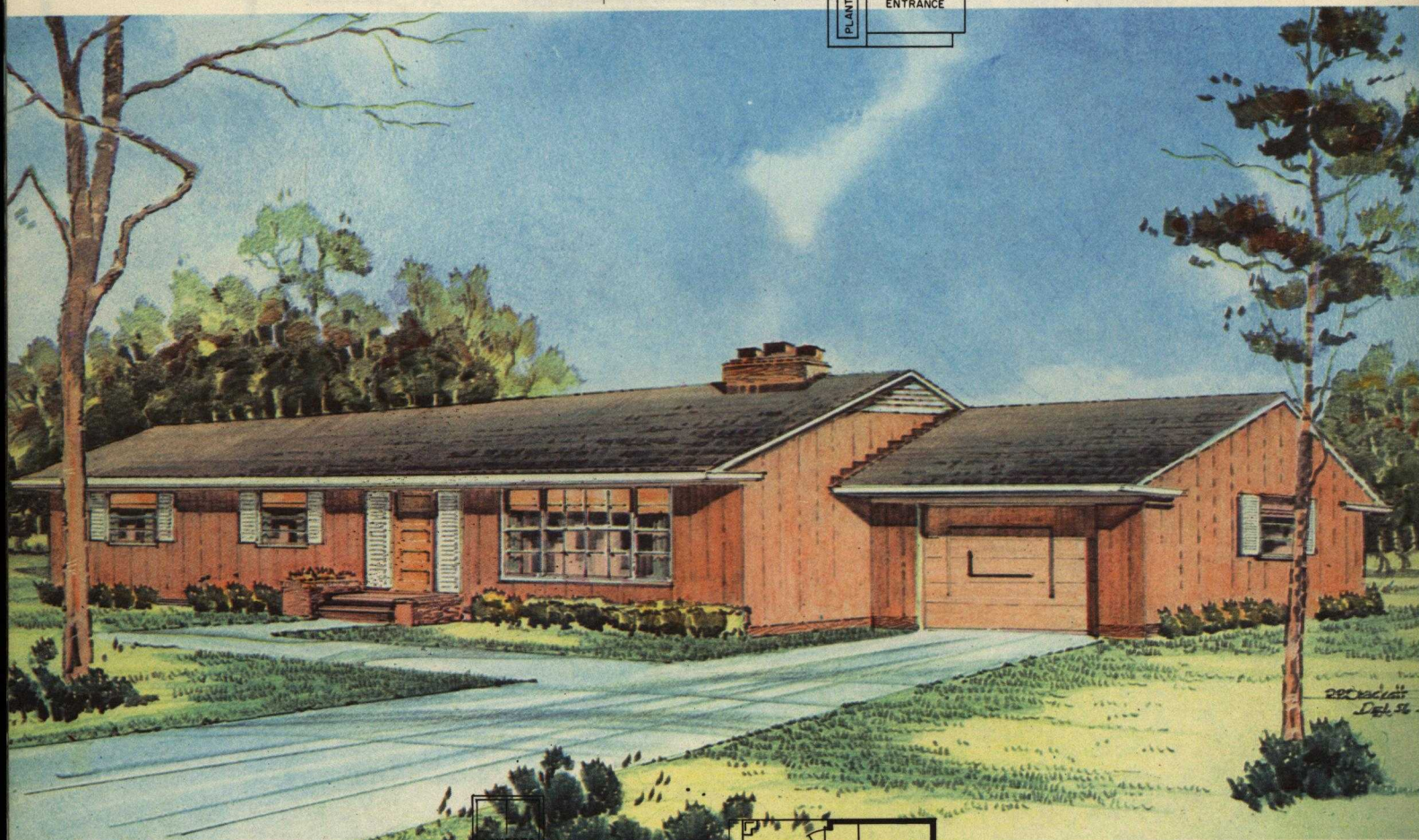
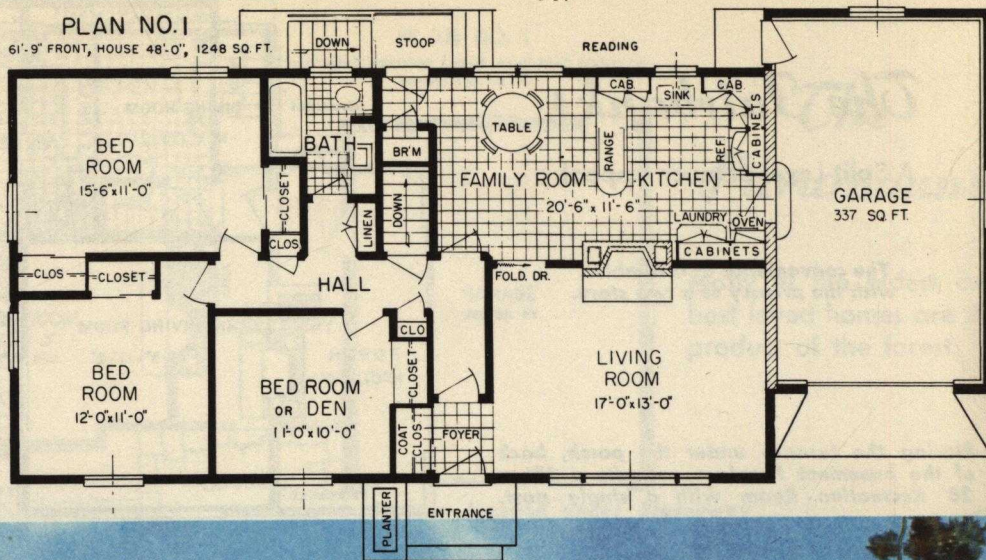


The Reading

Colonial charm, style for today,
planned for a lifetime of pleasant
tomorrows.

**King sized Recreation Room, fireplace,
Workshop and Utility space in basement**

PLAN NO. 1
61'-9" FRONT, HOUSE 48'-0", 1248 SQ. FT.



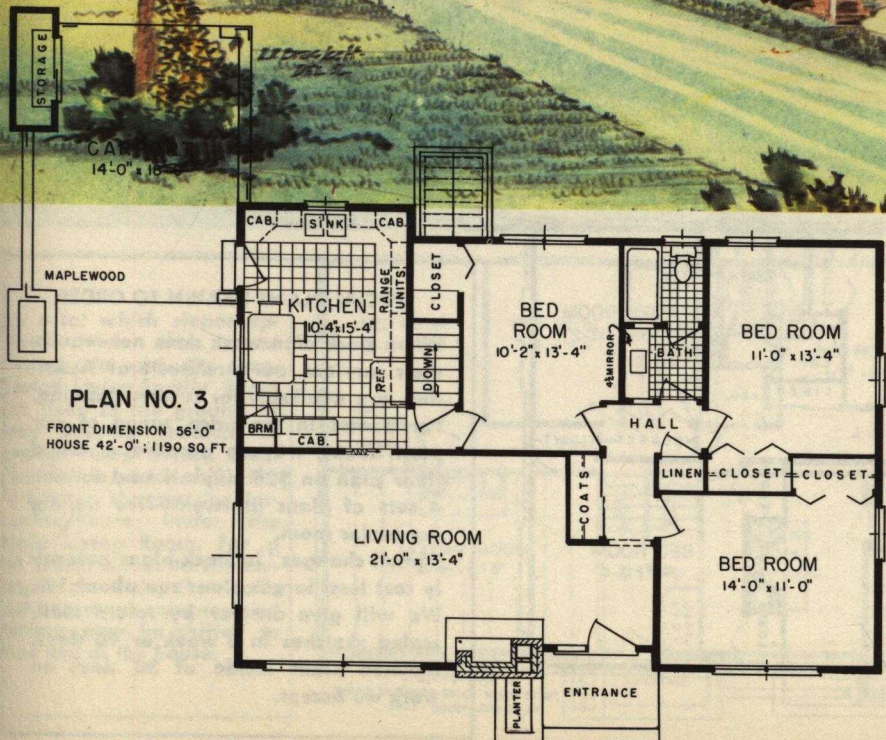
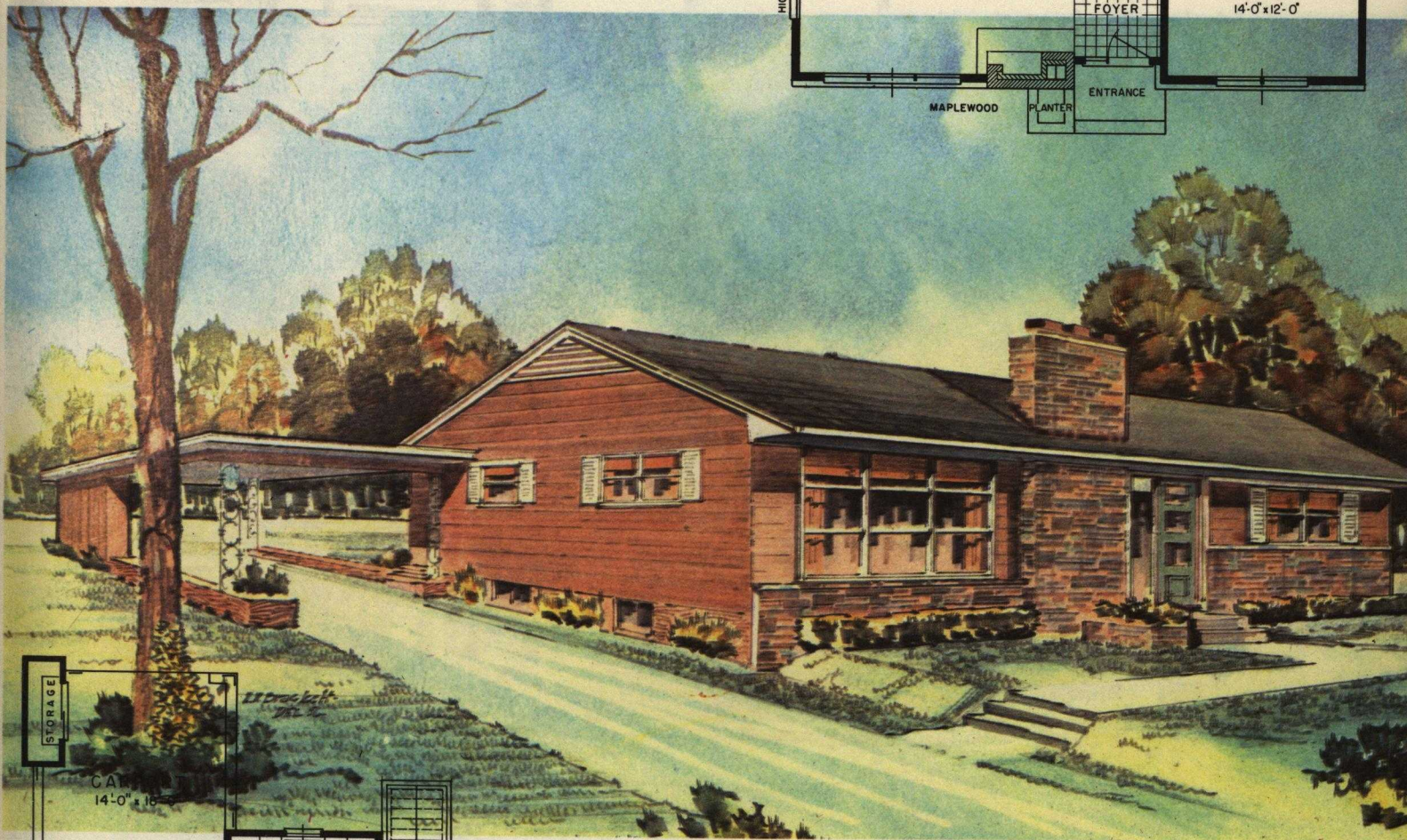
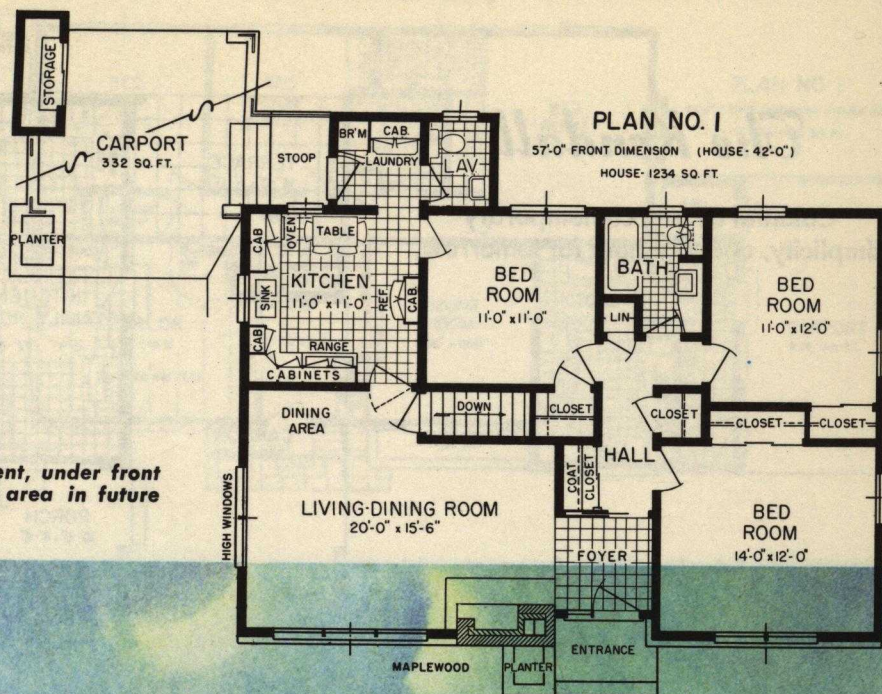
**Equally attractive with garage
or carport; and either can be en-
larged to 2-car size on either plan.**

**For 2 other floor plans on this home,
see the Redwood,
Better Homes at Lower Cost.**

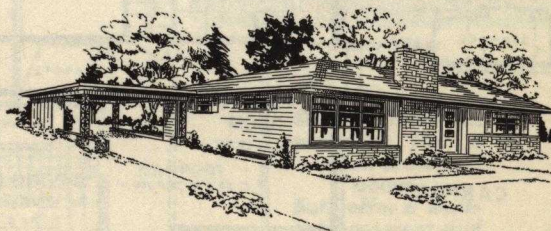
The Maplewood

A Center-Hall plan is hard to find in today's economy minded market, but the Maplewood shows "custom planning."

Furnace installed in recess, or fireproof compartment, under front entrance slab provides for unobstructed fireplace area in future Basement Recreation Room. Ashlar Stone Facing

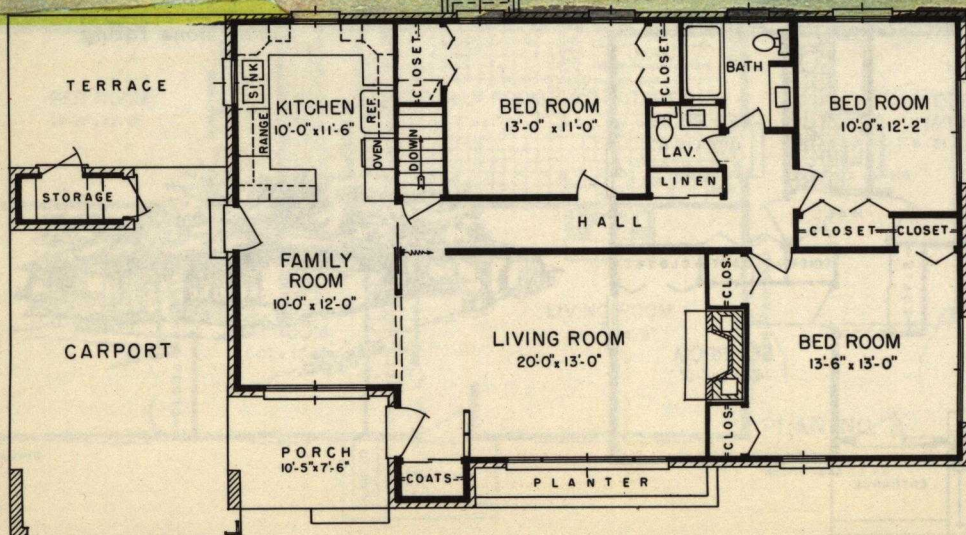
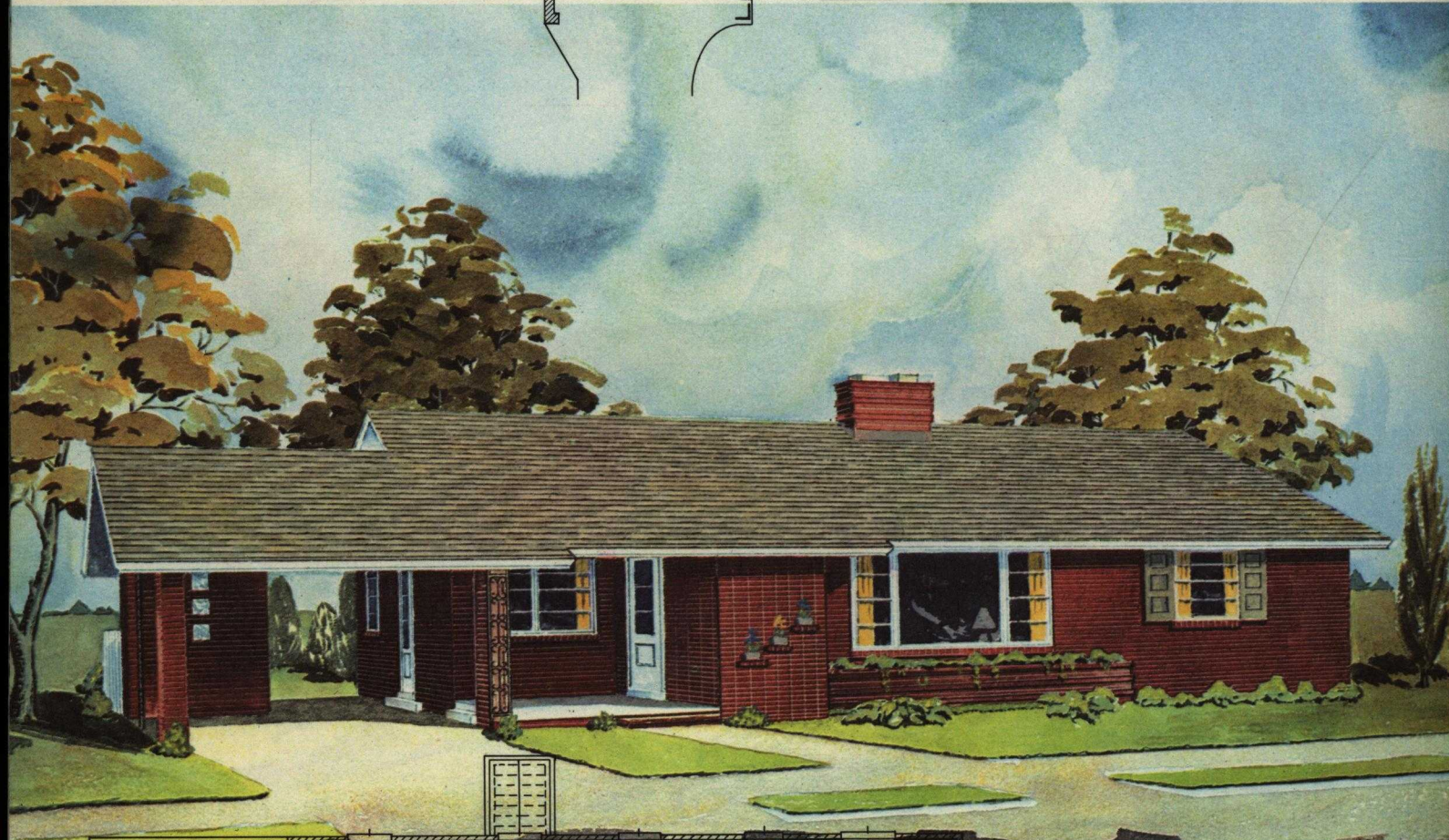
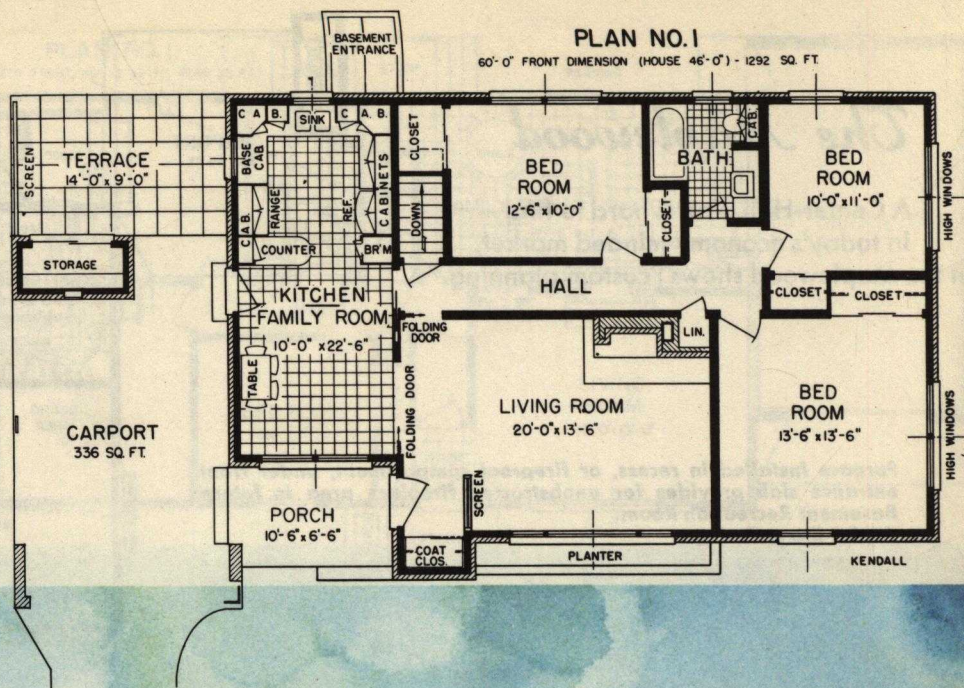


Ashlar Stone Facing



Colonial charm, contemporary simplicity, and planning for tomorrow.

Extra Lavatory in Basement.



When stock plan work does not require their services, our Architectural Assistants are available for custom drawing. For homes in the price range of our plan books, we can prepare a scaled floor plan on \$25 deposit and furnish 4 sets of plans at twenty-five dollars per major room.

"Small changes" in Stock plans naturally cost less; larger plans run about 1%. We will give answer by return mail; scaled sketches in a week or 10 days, finished plans inside of 30 days on work we accept.

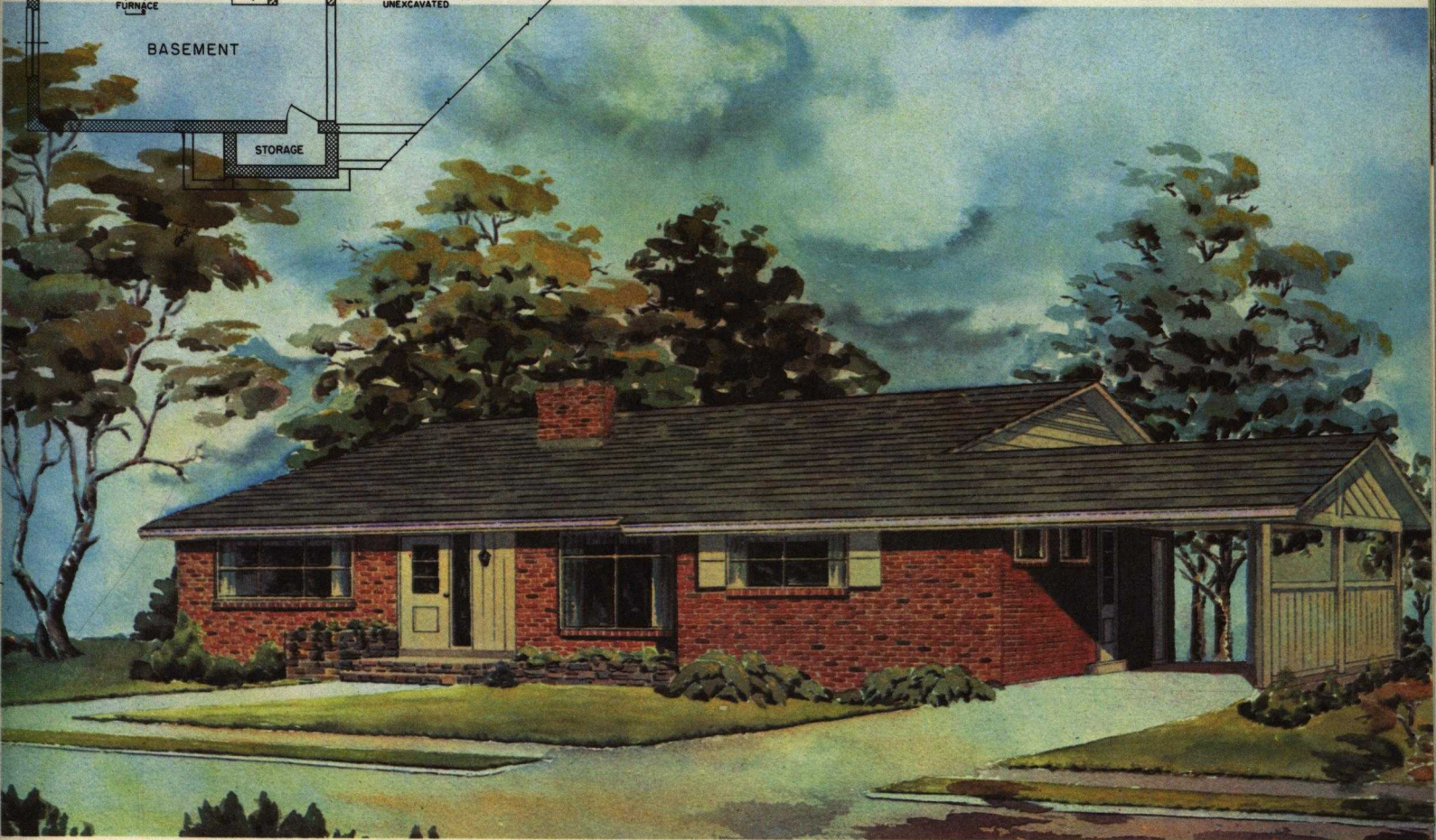
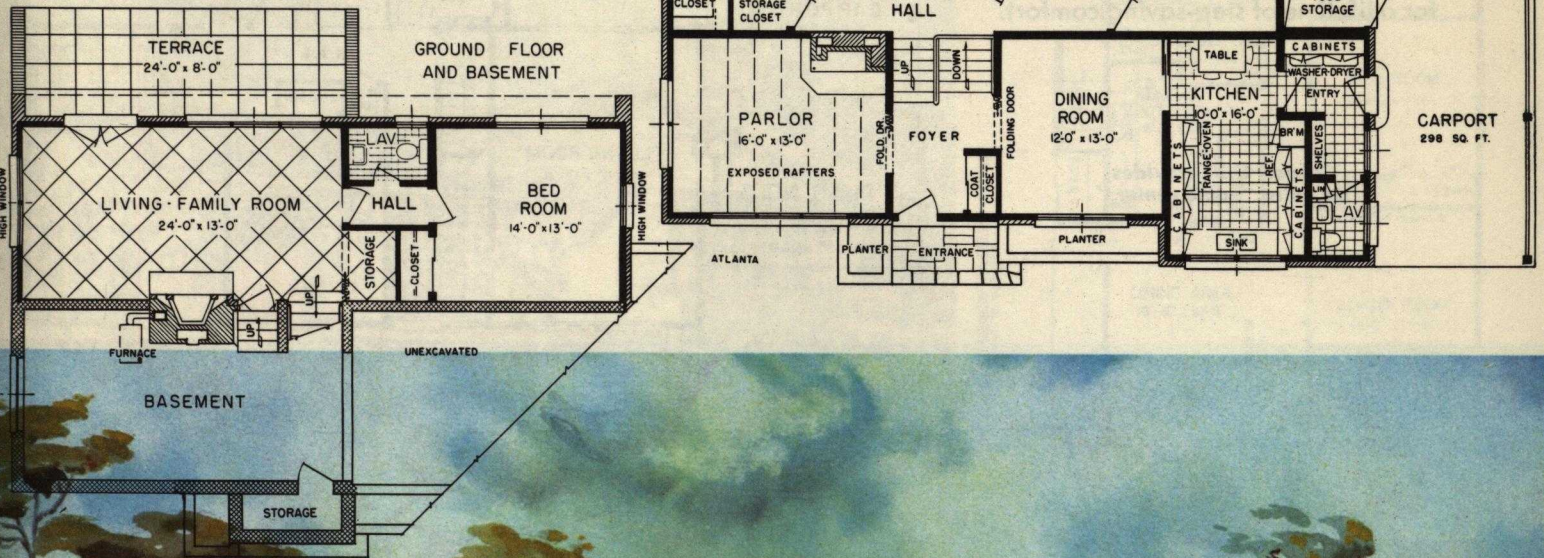
The Atlanta

Front-to-Back Split Level.

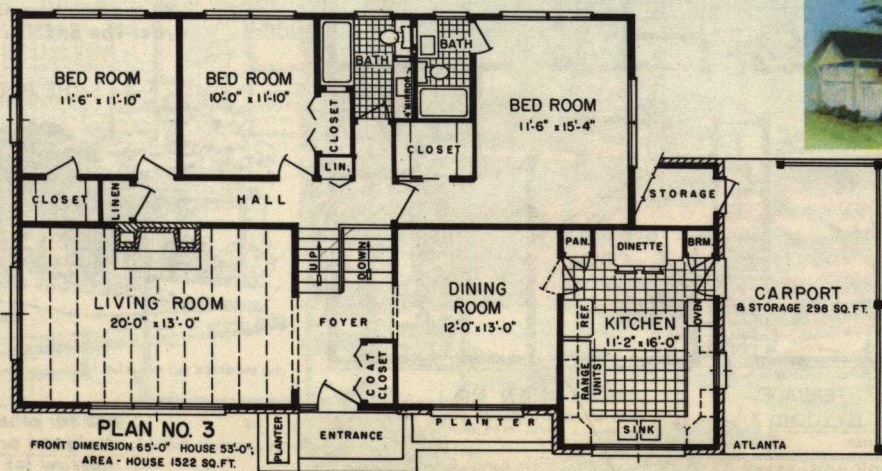
MAIN AND UPPER FLOORS

PLAN NO. 1

65'-0" FRONT DIMENSION (HOUSE 53'-0")
HOUSE - 1522 SQ. FT.



For a lot which slopes upward from the street enough to put the suggested Living-Family Room too deep in the ground, it may become practical to expose more of the front foundation, and shift the furnace to the rear for Recreation-Room under the main Living Room. For a lot which slopes to the Living Room Side, the walk-out basement entrance and terrace may be shifted to that end of the house.



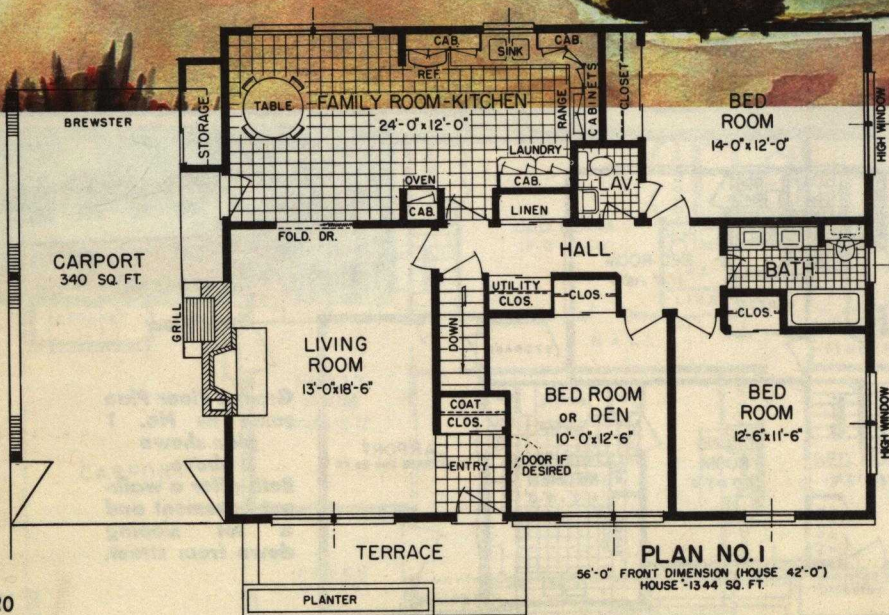
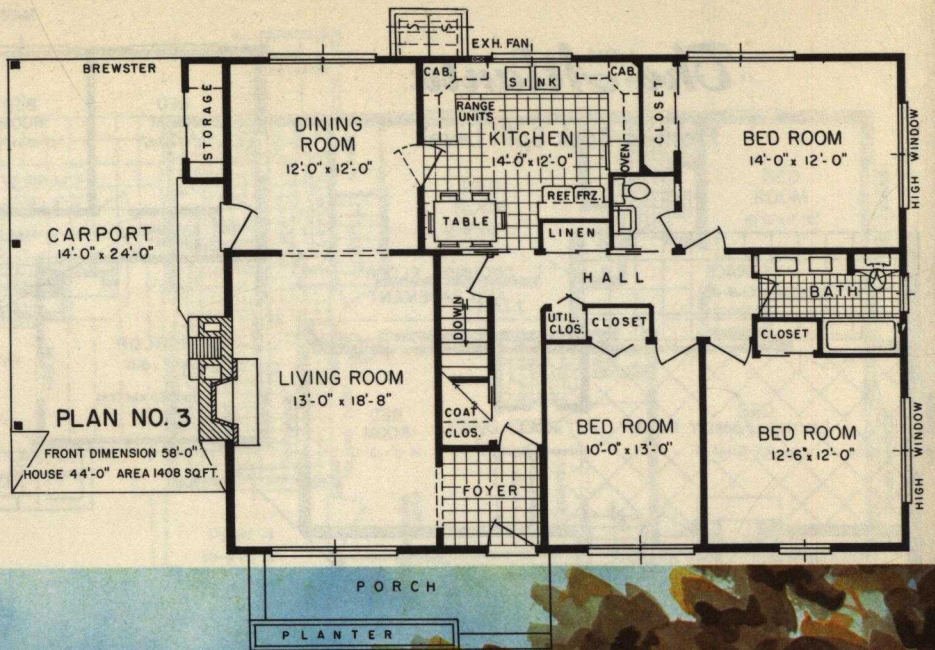
Rear View

Ground Floor Plan same as No. 1 plan shown above. Both offer a walk-out basement and a lot sloping down from street.

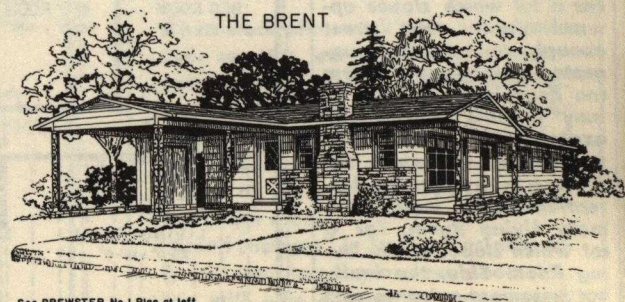
The Brewster

An economy design "planned up"
for a lifetime of step-saving comfort.

**Carport Grill provides
an extra "home center."**



For the same floor plan adapted
to construction on a 45 to 50 ft. lot,
order The BRENT No. 1, shown below.



See BREWSTER No. 1 Plan at left

Ask for other home plans
designed or modified for
narrow lot construction.

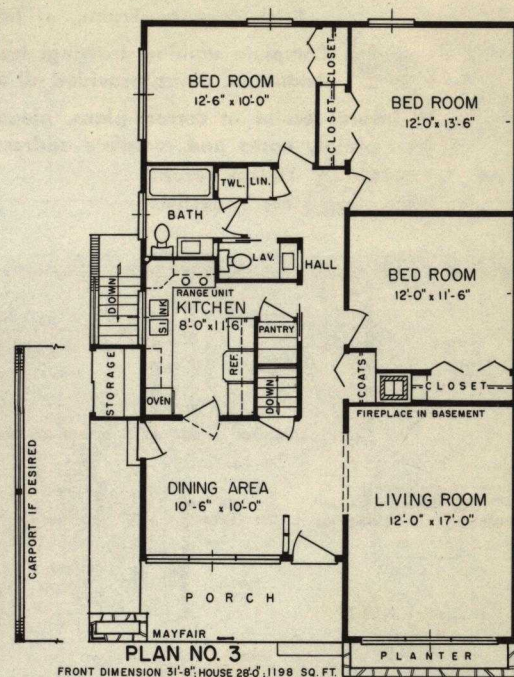


For narrow lot.



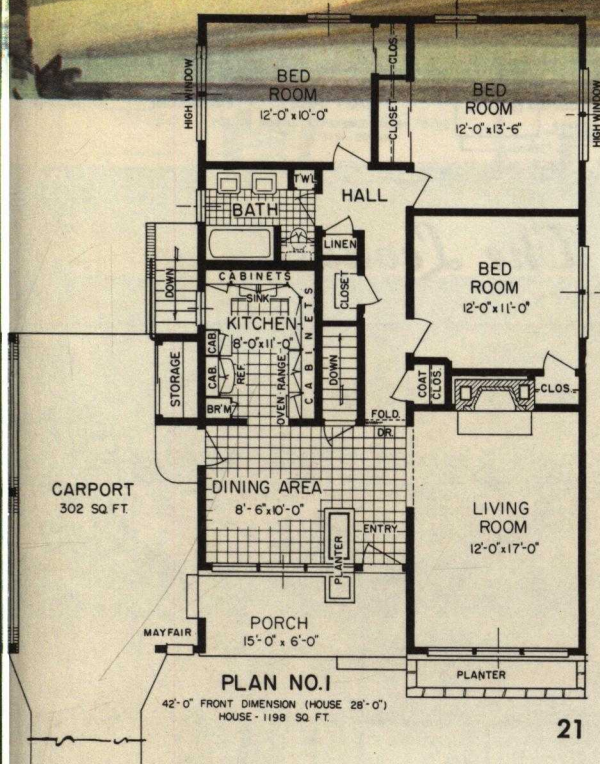
The Mayfair

Modestly distinctive, as shown in color; equally attractive as shown in the sketch, if the carport is not desired.

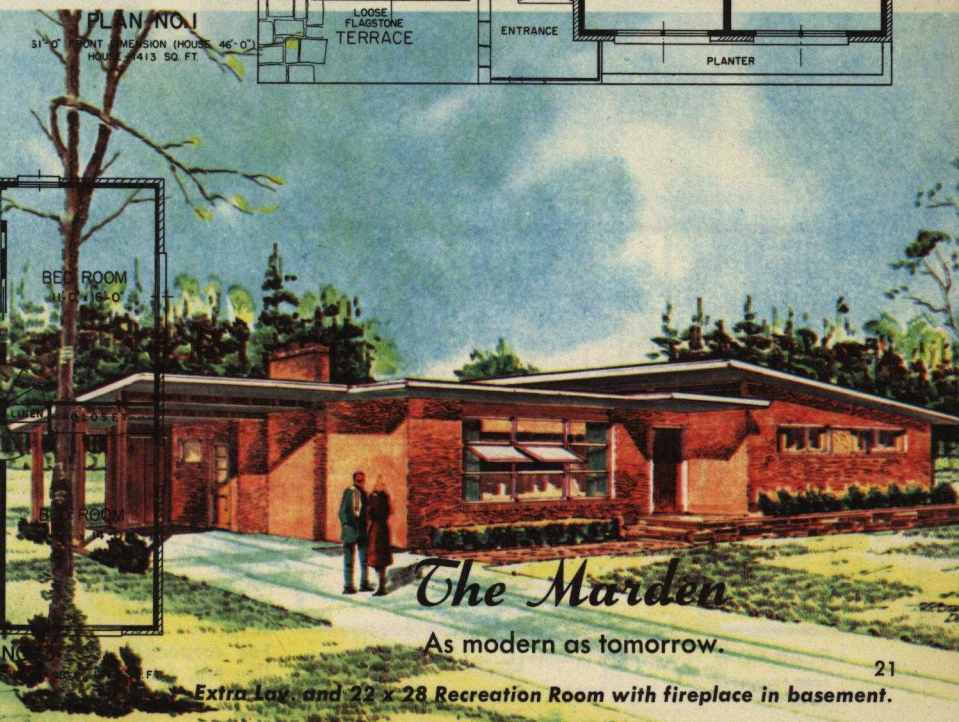
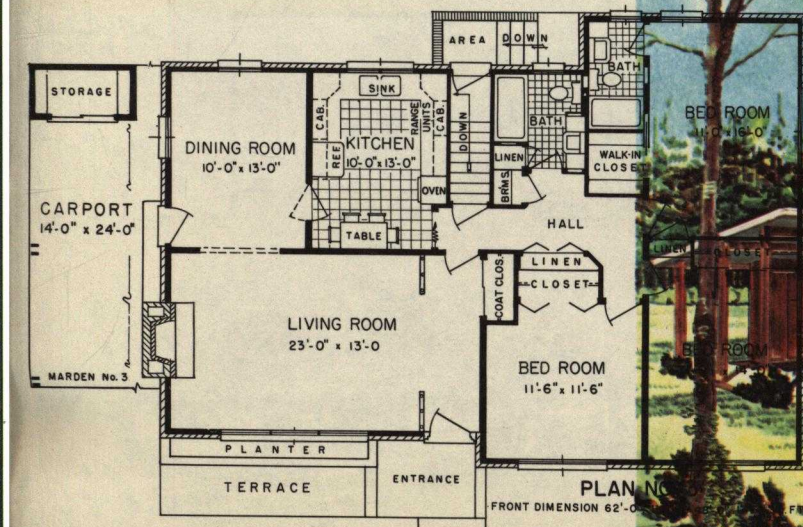
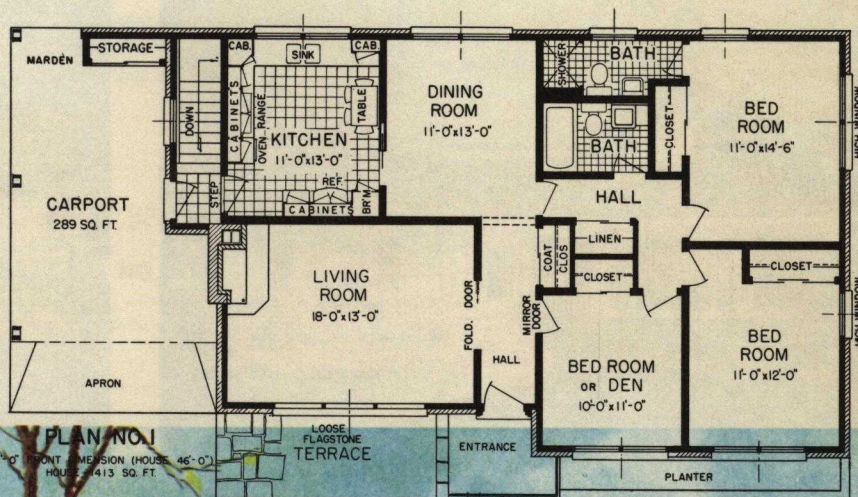


For comparable narrow lot home, see *The BRANDON*, page 25.

Also T.V. Homes



21



The Marden

As modern as tomorrow.

Extra Lav. and 22 x 28 Recreation Room with fireplace in basement.

21

Uniform — PLAN PRICES — all designs —

Brick-Masonry, Frame, or Brick-Veneer-over-frame; and as shown or reversed, to fit your lot.

Complete working drawings for any home, specifications, material list and estimating forms. — \$25.

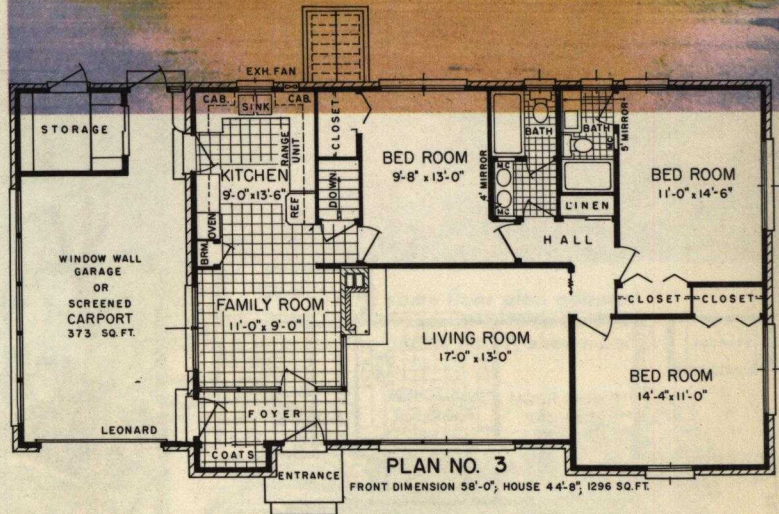
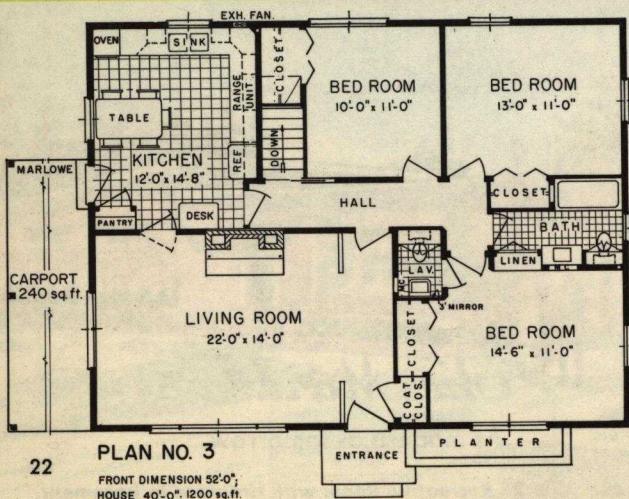
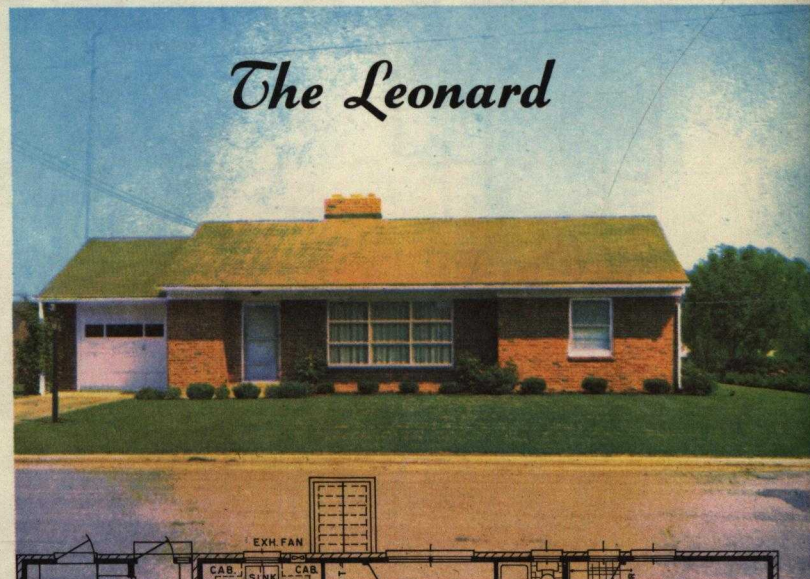
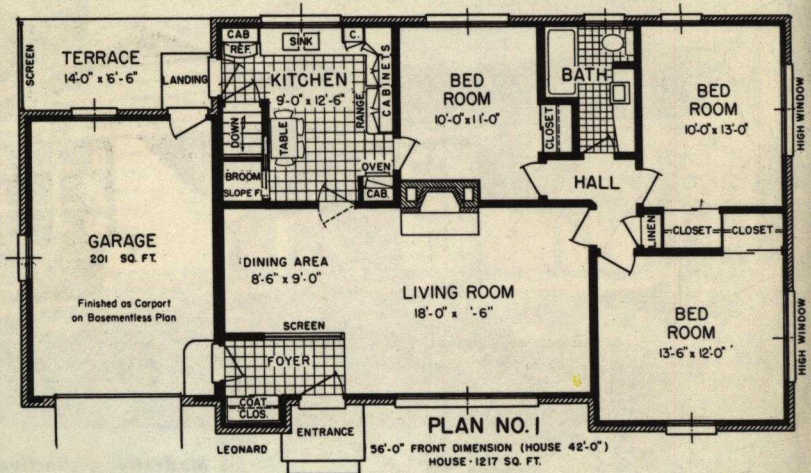
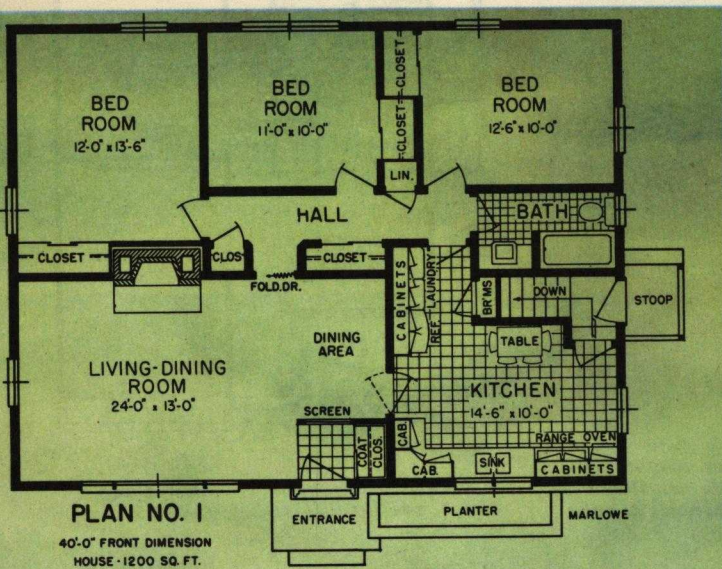
Additional plans, provided all are ordered for use in the construction of one house, per set. — \$5.

To insure receipt of correct plans, please give Name and Number; brick-masonry, frame, brick-veneer, or reversed.
Print plainly name and complete address — Your order mailed first class or "Special Handling" the day received.

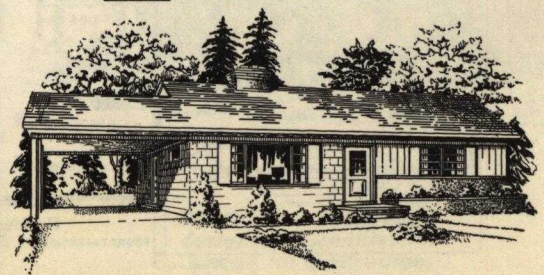
**10 Day Refund
For Inspection**

**STANDARD HOMES CO.
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**Exchange For \$5
No Time Limit**

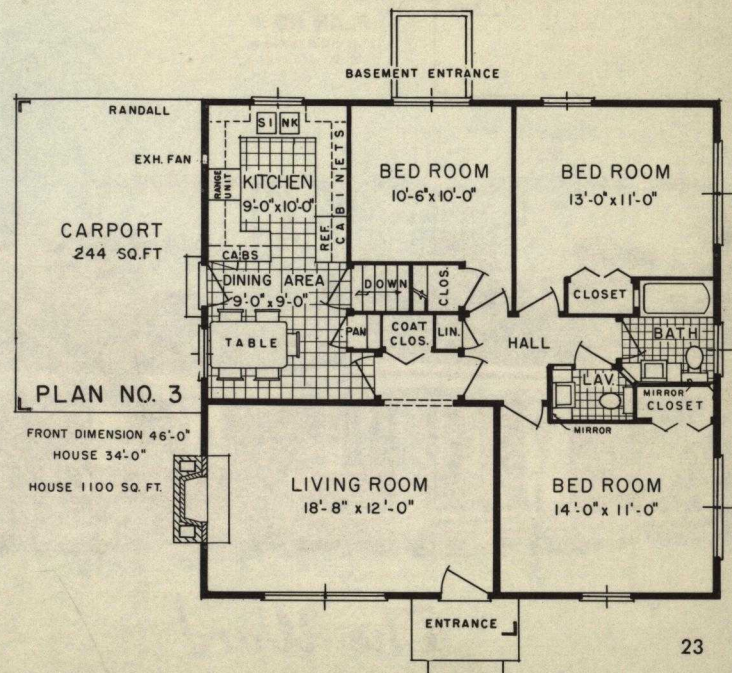
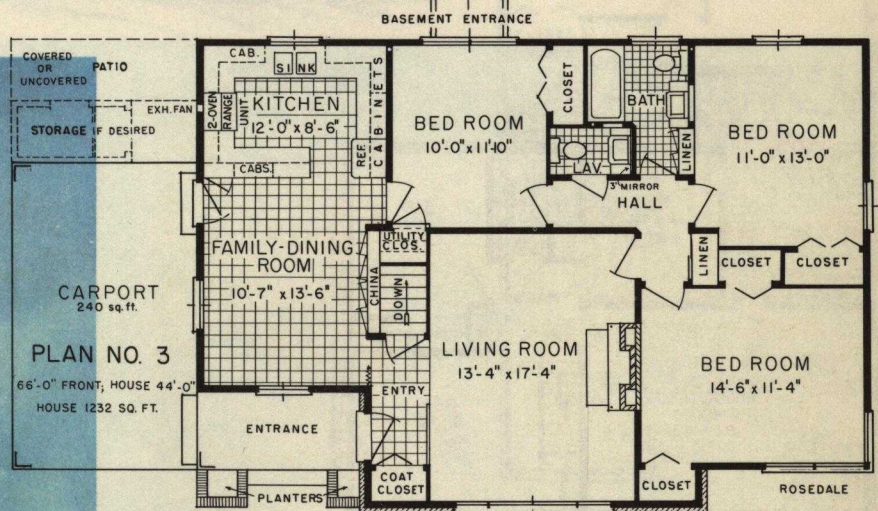
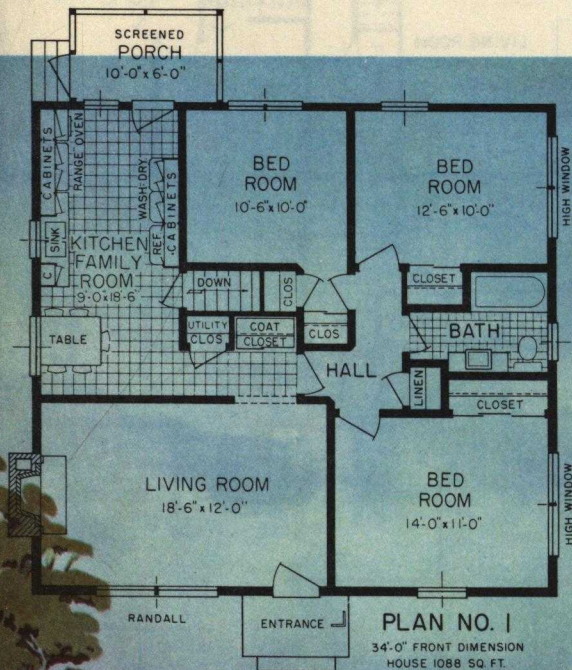
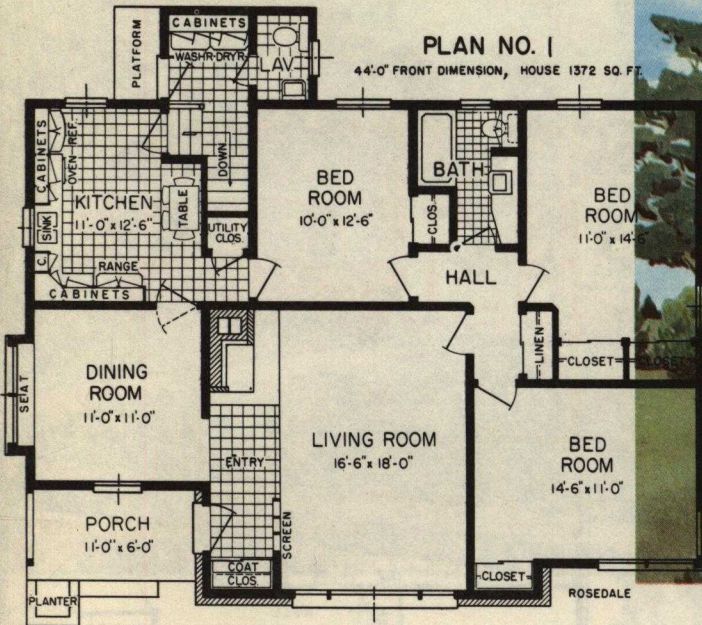


**Marlow No. 3 showing
carport.**
For carport on a plan
like No. 1 see alternate
in TVH.



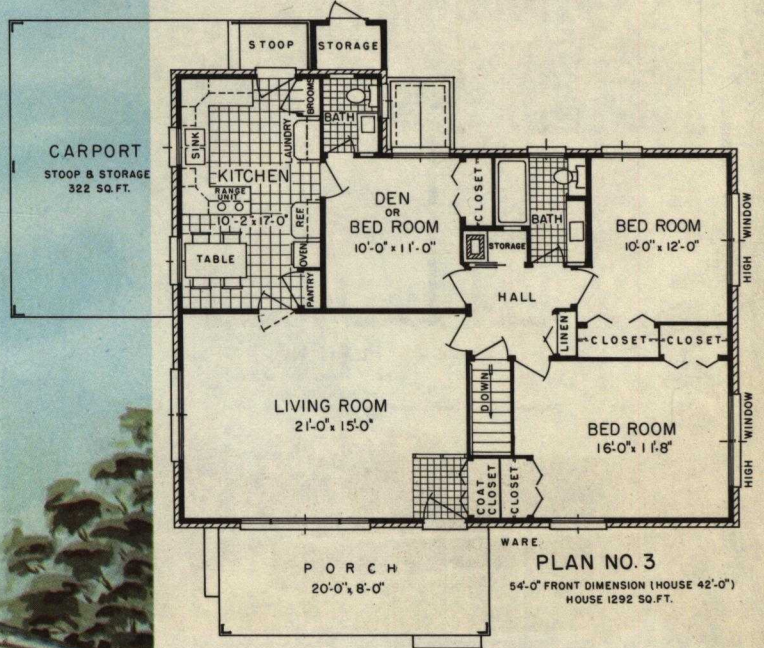
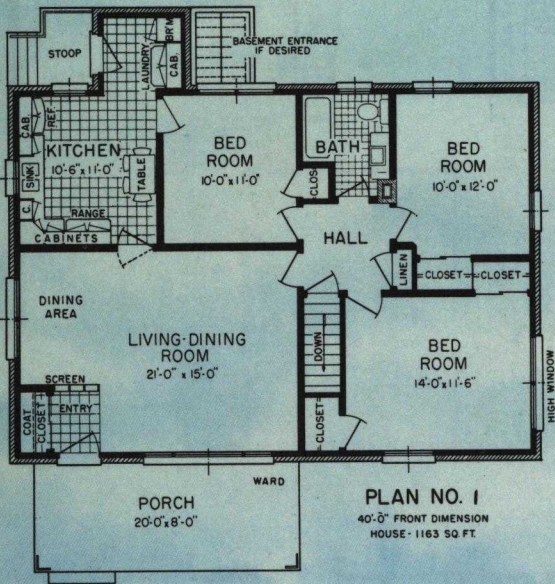
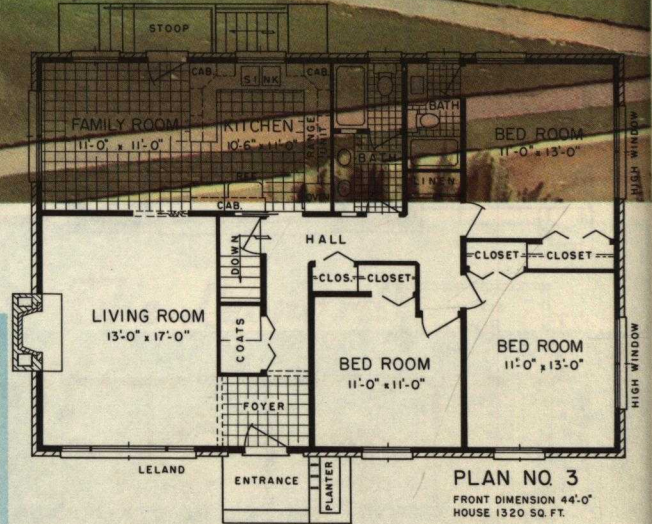
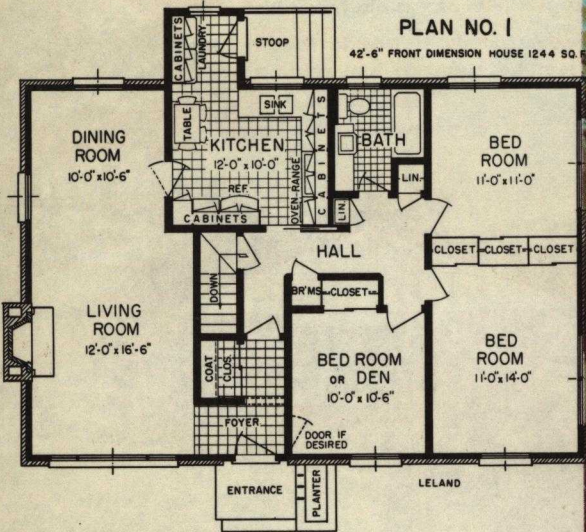
For two other plans
see the Radcliff
in Better Homes.

The Rosedale

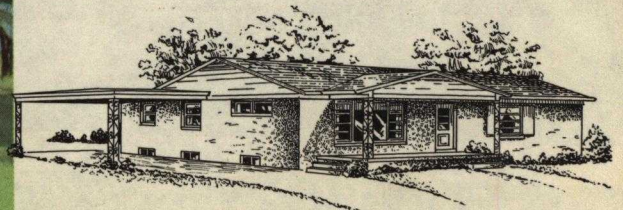


The Randall

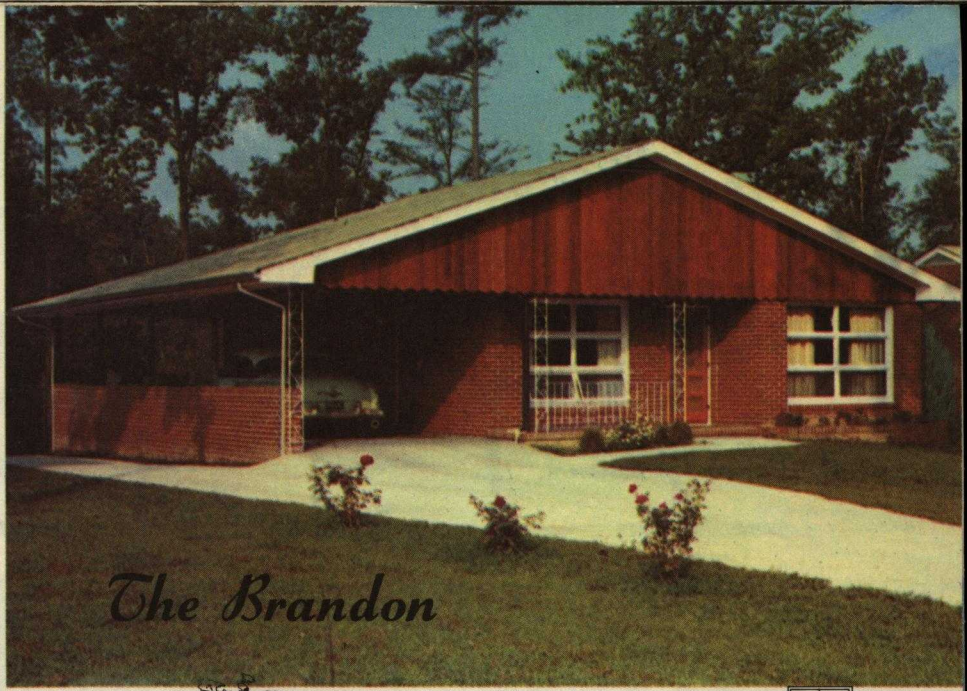
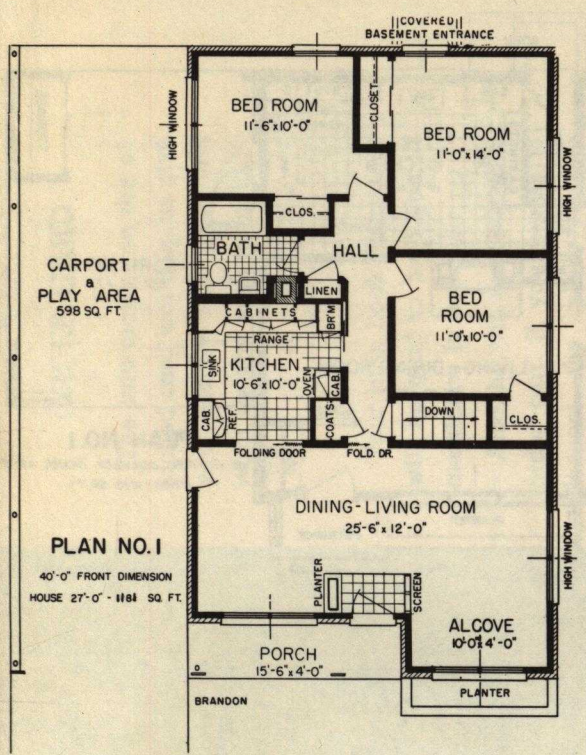
The Leland



The Ward



Ware
Alternate Elevation

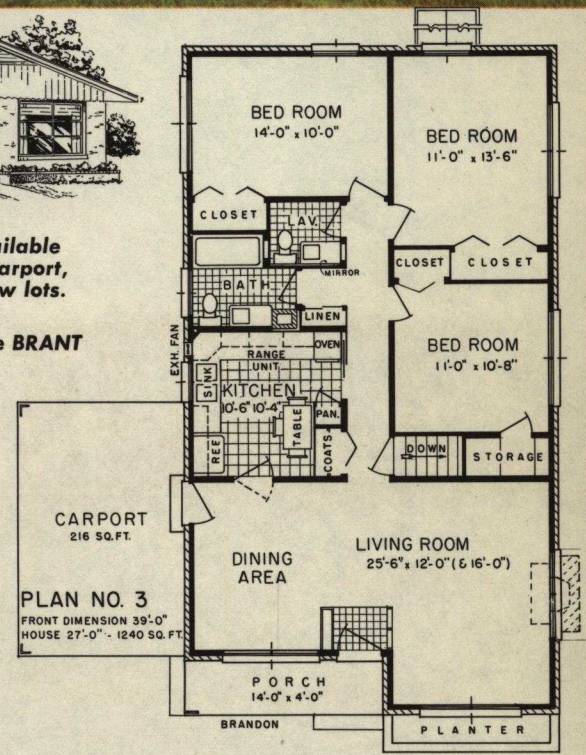
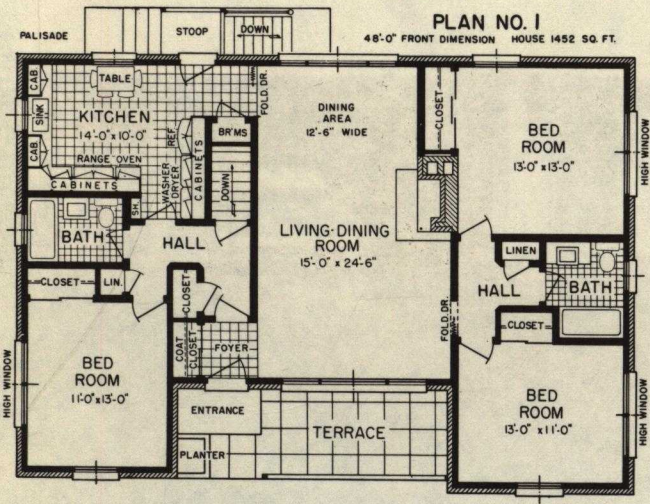


The Brandon

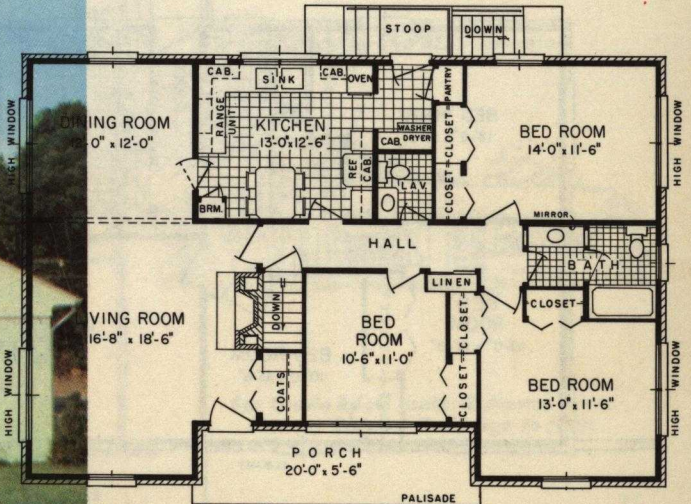


Also available
without carport,
for narrow lots.

Ask for The BRANT



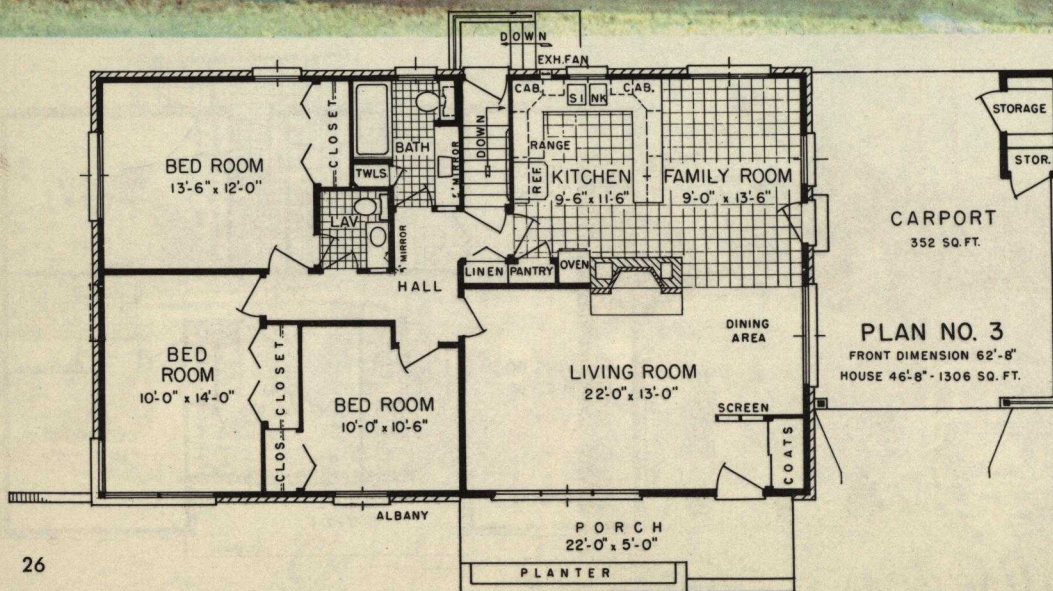
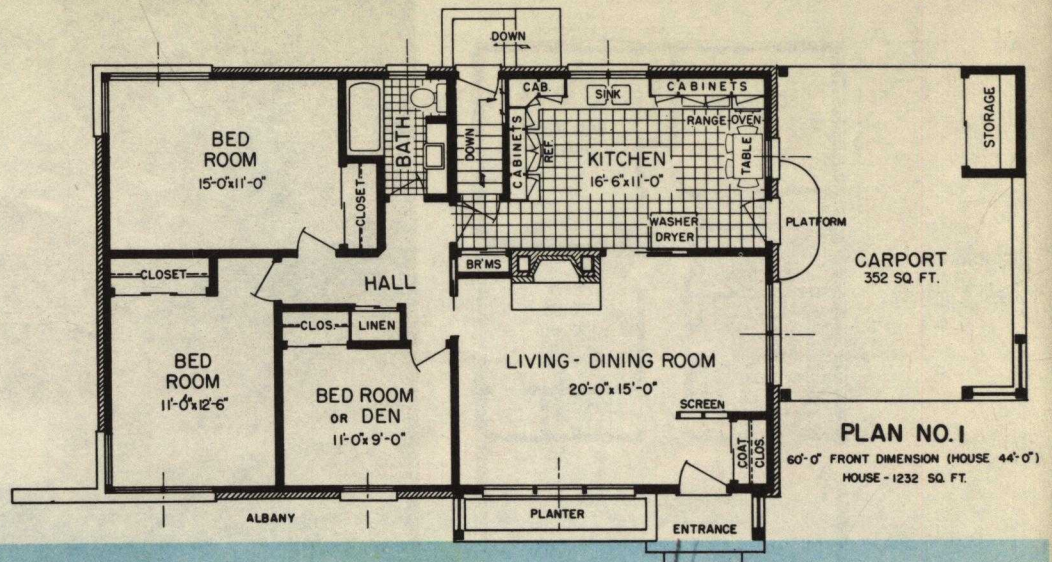
The Palisade



The Albany

Color photography captures only part of the charm; extra built-in "Livability" is a bonus of planning.

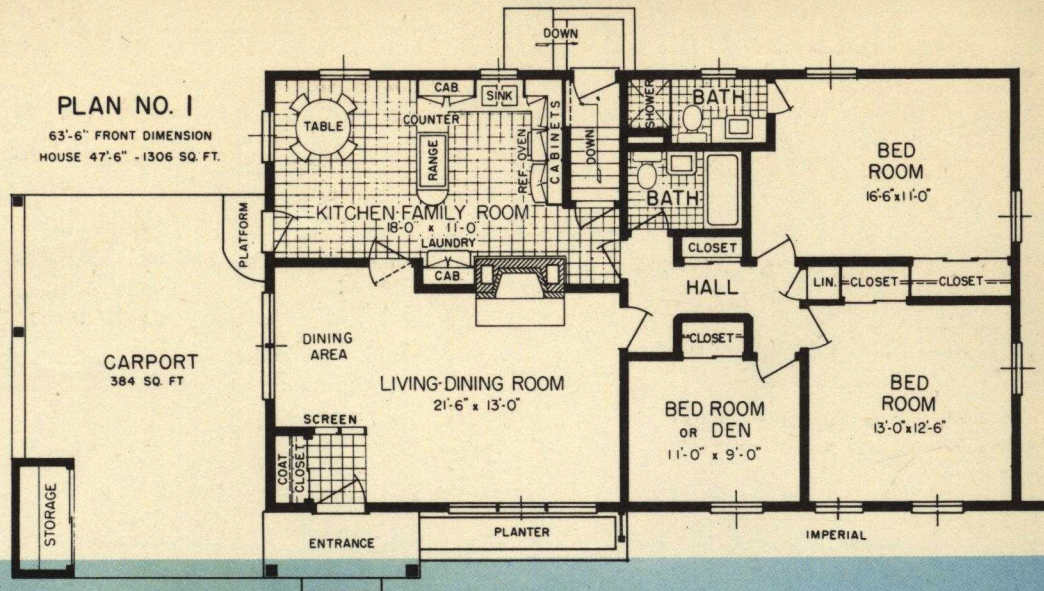
Utility space, Recreation Room, Fireplace and Lav. in basement.



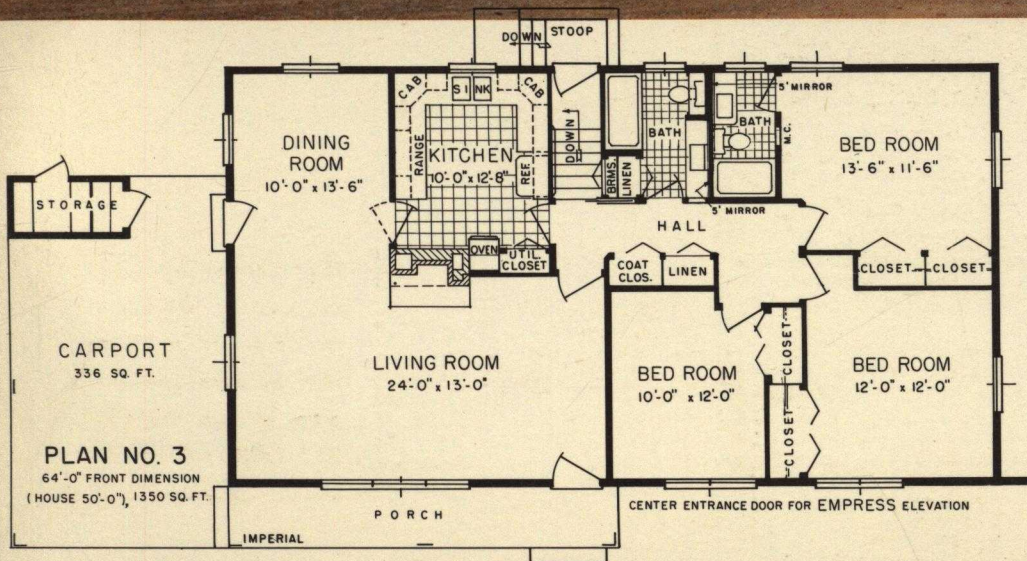
All plan sales guarantee "satisfaction or money back." Even after securing cost estimates or loan appraisals, (but not used for actual construction) stock plans may be exchanged for other designs for only \$5 handling charge.

The Imperial

Leisurely informal and inviting appearance; all you would expect to find in a much larger "Ranch House;" but planned to save steps.



Siding and Stained Shingles



Alternate EMPRESS Elevation



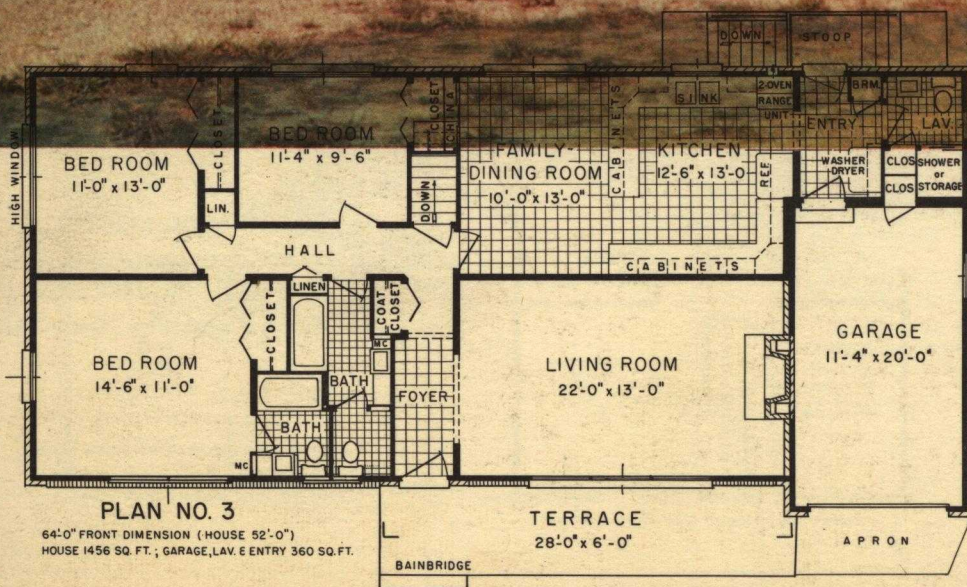
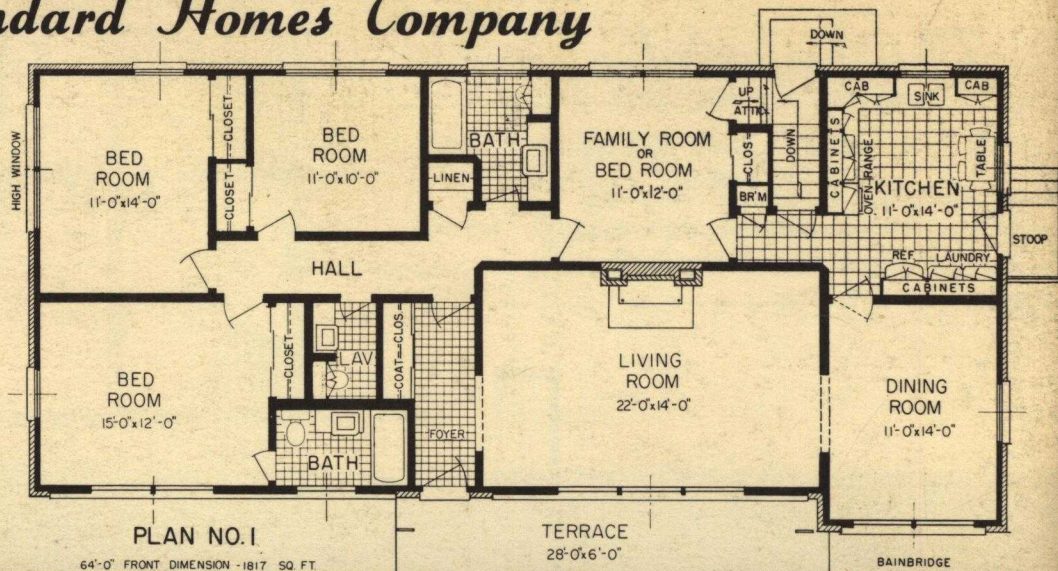
For Gable Roof, center-Entrance door;
Flat-top Carport & storage to rear;
Specify EMPRESS Elevation

Custom Designed Homes of Color by Standard Homes Company

The Bainbridge

A melody of color nested into a cove;
the wishes of many
combined in a single plan.

A basement fireplace continues the ideal
of Custom Planning for the Lifetime Home.



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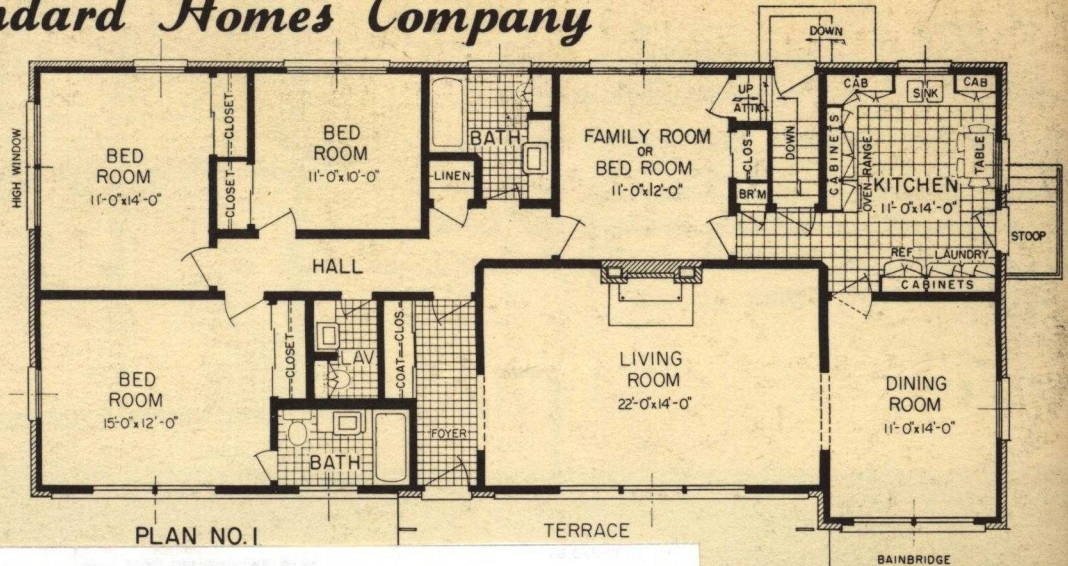
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Custom Designed Homes of Color by Standard Homes Company

The Bainbridge

A melody of color nested into a cove;
the wishes of many
combined in a single plan.

A basement fireplace continues the ideal
of Custom Planning for the Lifetime Home.



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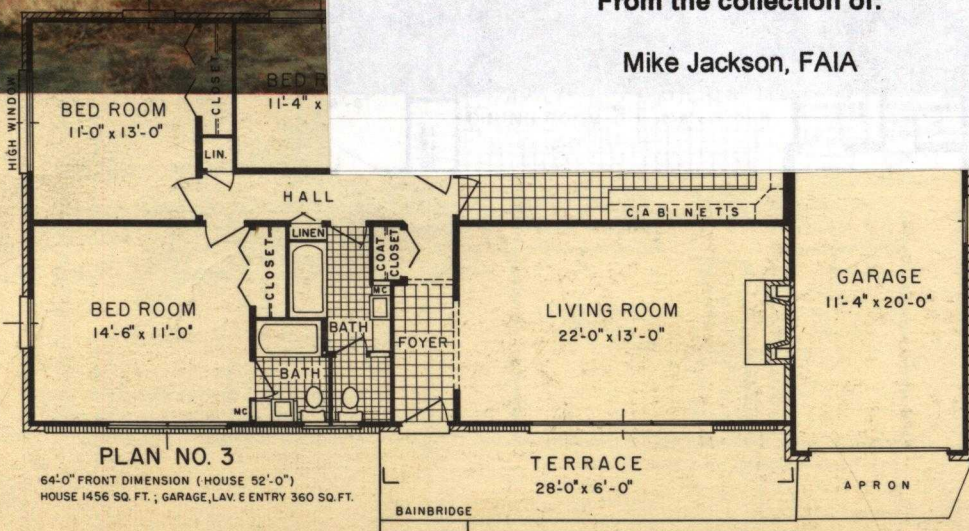
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